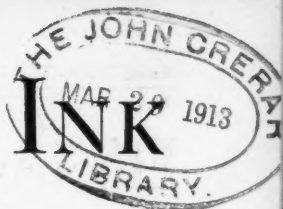


65

# PRINTERS'

A JOURNAL FOR ADVERTISERS  
12 West 31st Street, New York City



---

VOL. LXXXII

NEW YORK, MARCH 27, 1913

No. 13

---

Nine jobbers in Indiana advise us that more of a certain line of goods could be sold by them "if the manufacturer would do something."

These nine jobbers suggest six different things. Four advise advertising, but do not specify the kind.

The manufacturer in whose interest this investigation was made has good national distribution, dealing with many jobbers from coast to coast.

A rightly planned, rightly balanced advertising policy will take his product to the consumer with the co-operation of everybody along the line.

Do you get the point of this instance? Do you note the distinct individual service? Do you see what knowledge and experience are back of our advice?

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland

# Efficiency in Advertising

**T**HE keynote of business efficiency is analysis.

And analysis means simply examining each operation instead of "taking things as a whole."

The old story of buying quantity circulation without analyzing quality has gone out of fashion before the progress of modern methods.

The manufacturer, advertising man, salesman and dealer of to-day ask about the *effect* of the advertising in each State or section, the class of people reached, their ability to buy and, above all, their *responsiveness*.

"Better concentrate enough effort in one State to get action," says the modern business man, "than dissipate its force by spreading it over forty-eight."

\* \* \*

**S**TANDARD FARM PAPERS are eleven interlocking mediums with a combined circulation greater than any other national farm paper and a combined rate below the average.

But here is the big feature.

Separately they are intensive mediums covering a given section or class *closely*.

It is not unusual for a Standard Farm Paper to reach one out of every five or six homes in a big farming section.

Moreover, the farmer of to-day is the most responsive prospect.

He is a close reader and a logical thinker. His income has been steadily increasing for years. He has not grown up from childhood accustomed to all luxuries. But his increasing income is arousing the desires. Therefore he is doubly receptive to your selling talk, not having any past notions to discard before accepting the new.

For these reasons the Standard Farm Papers are the ideal mediums in which to start a new campaign or with which to strengthen an old one.

Investigate.



TRADE MARK OF QUALITY

## Standard Farm Papers

are	The Wisconsin Agriculturist
Farm	Indiana Farmer
Papers	California Country Journal,
of	San Francisco, Cal.
Known	The Farmer, St. Paul
Value	Oklahoma Farm Journal
	The Ohio Farmer
	The Michigan Farmer
	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer
	Kansas Farmer

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row, New York City.

Geo. W. Herbert, Inc.,  
Western Representatives,  
First National Bank Bldg.,  
Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII

NEW YORK, MARCH 27, 1913

No. 13

## REACHING THE DEALER OVER THE CONSUMER'S SHOULDER

HOW ONE ADVERTISER TRIED TO MARKET A PACKAGE BRAND BY SOME INJUDICIOUS FLATTERY AND WHAT CAME OF IT—HOW ANOTHER ADVERTISER CHANGED HIS ILLUSTRATIONS AND SAVED A CAMPAIGN FROM FAILURE

By Ernest Cohn,

Adv. Mgr., Kahn Tailoring Co., Indianapolis, Ind.

Few indeed are the national advertisers who ignore the possible attitude of their dealers toward consumer ads in course of preparation. But it is likely that many do not realize the full possibilities of making to-the-consumer ads count heavily as a factor in winning dealer approval and in-the-store support. It is possible, too, that many fail to appreciate the dire results of ignoring or wrongly forecasting the attitude of the dealer toward the ads.

Although few admen will forget the Heinz "Mr. Grocer" ads run in the *Post* and other big circulation periodicals about a year ago, it would, of course, be absurd to suggest that every ad or even that many ads in mediums of national circulation should be directed fairly and squarely at the dealer. But many a successful campaign has been built up in which the dealer has been aimed at over the shoulder of the consumer. A typical example is the Cash Register admonition, "Get a Receipt"—aimed squarely at retail customers the country over, yet published solely to sell registers to store proprietors.

However, no adman need have his attention directed to such obvious I-want-the-dealer's-eye con-

sumer ads. What needs emphasis is the fact that when an ad hits the dealer unfavorably, instead of being a gentle shoulder tap of encouragement, it is liable to become an insulting slap in the face.

The following story is the history of just such a case. Unfortunately, the event is still so recent that it would probably be objectionable to give real names or even to hint too closely at the line of business involved. So let us say that the ad campaign in question—at the time a state, and not a national campaign—was in the interests of the Acme Hominy Company—exploiting sealed packages of pure hominy. There is so little difference in flavor between one kind of hominy and another, so little difference in looks and so little difference in kitchen handling that all concerned logically agreed the thing to emphasize was the difference between the methods of marketing Acme and other hominies. Favor must be won through the package, and not the product.

### FLATTERING COPY THAT FAILED TO FLATTER

As a matter of fact the agency that outlined the campaign and the desk men of the Acme company both enthusiastically agreed that the foremost argument in favor of a sealed package of hominy would undoubtedly be its sanitary features. And so it was decided to put forward every argument that might impress upon the public's mind the cleanliness, and consequently the wholesomeness of Acme hominy.

The strongest way to play up the sanitary features of package eatables, they agreed, is to show up the unsanitary features of bulk goods—in other words, the ads were to say "Acme dealers are

clean merchants—all the rest are handling unsanitary eatables." And let it not be thought that the attitude of the dealer toward the impending campaign was ignored. It was simply misconstrued—poorly forecasted.

For the intention was to create in the public's mind a clean-cut division between the sheep and the goats in the grocery business, the clean, package-hominy sheep, and the dirty, bulk-hominy goats.

Acme dealers, they philosophized, will be flattered by ads that show the bulk-hominy dealer as a dirty, shabby fellow, and that play up our package-man as a crisp, clean-cut, sanitary storekeeper.

And so, after a number of ideas had been worked up, the strongest was selected as the touch-off to the campaign. And that strongest ad was sublimely simple—nothing more than the picture of a filthy house cat asleep in a bin of bulk hominy and a few pithy words telling how much better it was to buy the sanitary Acme brand in air-tight, non-contaminated packages, than hominy from open bins into which even the cat might crawl. Half and quarter newspaper pages and strong car-cards sent this canard at the "filthy" bulk-hominy trade.

Quickly following it was another attention-getter, equally strong—a finger drawing patterns in the dust on the top of a parlor table—and terse copy warning the housewife that if she, in her clean home, couldn't prevent the dust from settling on her furniture, how much less could the dirty bulk-hominy grocer prevent the germ-laden atoms stirred up by the store broom from swooping down and infecting his exposed bulk hominy.

#### SURFACE REASONING GETS COMEBACK

Developments proved how far from correct was the theory that prompted these ads, for from the very start of the campaign howls of protests from grocers all over the affected district came pouring in. And, strange though it seemed to the powers behind the Acme

brand, these howls were loudest from Acme dealers.

Indeed, every grocer whose eyes fell on the cat-in-the-bin picture and on the other striking ads that followed it rose up in arms and protested against the campaign. Town organizations of grocers protested. State organizations of grocers remonstrated. Single unaffiliated grocers sent in their words of wailing.

And the entire burden of their protests were, "You are giving the grocery business in this section a black eye. Stop your present method of advertising or those of us who are handling Acme hominy will make bonfires of our stock rather than be caught pushing your line. Those of us who have none of your goods on our shelves thank our Fates because we didn't bite when your salesmen made their little speeches about the wonderful advertising campaign you were going to pull off for—or rather on—Acme dealers."

#### WHERE THE TROUBLE ORIGINATED

Said the grocers who had Acme products on their shelves, "You have made the mistake of assuming that just because we have stocked some Acme hominy, we have thrown out our bulk hominy. But we *haven't*. We can't afford to. No matter how long you advertise, some people are going to buy loose hominy, and we must be prepared to fill that demand. It makes no difference how much Acme hominy we sell, we're still going to sell other hominy, bulk hominy at that. Can't you see that since every Acme dealer is also a bulk dealer, your ads stamp your own friends in the trade as dirty, undesirable grocers?"

Unfortunately, this protest, instead of altering the advertising policy of the house, served only to peeve both the advertising agent and the officers of the Acme company, so that the ads continued to appear. And then the trade papers got in the fray and said unpleasant things about those Acme ads and what they were doing to the grocers.

The upshot of it all was that a committee of grocers finally met



## Everybody's Constructive Work—

In the March issue of Everybody's was an article by Gordon Thayer on "The Lead Menace," which graphically outlined the awful dangers leadworkers undergo and suggested their precise remedies.

Recognizing the powerful national influence of Everybody's, this article has been widely distributed by and given the support of the Association for Labor Legislation. This same association acknowledged that in the recently-passed legislation preventing the use of white phosphorus in matches, no one factor proved more potent in bringing it about than an article in Everybody's called "Matches or Men"—also by Gordon Thayer.

In constructive work like this Everybody's is always in the lead. Naturally its supporters are leaders in civic, social, economic and business affairs. They believe in Everybody's. Your introduction through our advertising pages to these friends of ours carries our endorsement. *Your sales-story in Everybody's guarantees it to our readers.* May advertising forms close April 5th.

# Everybody's Magazine

Robert Frothingham

W. R. Emery,  
Western Manager,  
Marquette Bldg., Chicago.

Advertising Manager  
New York

(Average Monthly Net Guaranteed Circulation 600,000)

with the Acme officers—to be told that the advertising agent had charge of the campaign and that without his consent the company was powerless to stop the ads.

The committee then called on the agent and was told that the ads could not be stopped until the Acme company countermanded its instructions and ordered a change of plan—particularly since a lot of money was tied up in expensive drawings, newspaper cuts, posters and car cards.

This dilly-dallying went on until Acme salesmen began to report it impossible to make sales. Several had even been threatened with bodily violence. Then—almost too late—the campaign was withdrawn, and a new one installed in which the sanitary features of "Acme" were portrayed without going to extremes to knock the bulk brands.

#### COMPETITOR PROCEEDS TO CURRY GROCER'S GOOD-WILL

To further emphasize the situation, a competing hominy house, one that had hitherto sold goods only in bulk, had in the meantime made quick plans to market some of its goods in the affected territory in packages under a trade name. Playing on the sensitiveness of the dealers, they sold heavily on this anti-Acme package goods to the very people who had been educated to the package-hominy idea by Acme salesmen, and to many who would not have stocked package hominy under ordinary circumstances, but who took on the new brand simply as a protest against what was considered the scurrilous advertising of the Acme company. This was made easier by the fact that the new brand was exploited by car cards, window signs and newspaper ads, in each of which the typical genial grocer was portrayed selling the new brand of hominy amid store fixtures that shone with cleanliness. All of which goes to show that if the dealer is to be mentioned, or even suggested, in a consumer ad, it must only be in a cheerful aspect. That consumer ads can be made to do much to bolster up the work

on the dealer from other angles is an oft-admitted fact, but it is perhaps not generally known that in some instances ads which are apparently directed at the consumer have but little intention of creating consumer demand, but are published almost exclusively for the effect they will have in strengthening the support given the advertised line by its dealers, and in creating a demand for more agencies.

A few seasons ago a manufacturer who had depended for his distribution entirely on the establishment of agencies by what may be called the "old-line" direct-to-the-dealer advertising discovered that every method which had been previously used to create agencies was growing stale.

The circular work for a number of seasons had been gradually growing less and less effective, and the trade-paper ads, too, seemed to have reached the point of diminishing results. The house was carrying as many road salesmen as it could use in covering its territory, and it was impossible to look to these men to create a greater percentage of new business in the future than they had in the past. Plainly it was up to the sales manager to discover a new means of lining up new dealers.

In his despair he called in several advertising agencies, at last lining up with one who advised the liberal use of magazine space, urging the theory that ads directed at the consumer would not only help sell goods already placed with present dealers, but would also flood the manufacturer with requests for his line.

The ads for the first six months were carefully prepared and were sent to press by the manufacturer in a spirit of great relief. He was enthusiastic in his belief that at last he had found the much-needed new way of creating agencies. Strange to say, however, in spite of the fact that all the ads were works of art and contained carefully prepared copy, the results for the first six months were nil.

At the end of that time the

## Service to Readers Insures Results to Advertisers

The foundation stone of advertising success in any magazine is the service which that magazine gives to readers. Subscribers read and have confidence in the publication which gives them valuable service. That service may be education or amusement, but it must be definite and recognized service if the publication is to maintain the subscribers' confidence. Without such service the subscriber loses interest in the paper, does not give it confidence and does not patronize the advertisers.

### The Farmer's Wife Gives Real Service to Farm Women

Scores of papers are helping farm men solve their problems. Only one, THE FARMER'S WIFE, is helping the farm woman solve her problems. It helps her socially, in an educational way, and in the practical affairs of her home. It gives her new and useful ideas on subjects of keen interest ranging from the kitchen garden to the care of her children. It is edited for her. Its subjects are ready made for farm use—she does not have to make them over to fit her conditions.

Because of this service to farm women THE FARMER'S WIFE, with 625,000 circulation in prosperous farm homes, produces remarkable results for advertisers. It will be profitable for your use if your merchandise is adapted to the needs of prosperous homes. Rates and other particulars upon application.

## THE FARMER'S WIFE

*The Fastest Growing Farm Paper in the World*

ST. PAUL, MINN.

Webb Publishing Company, Publishers

Western Representatives,  
George W. Herbert, Inc.,  
600 First Nat'l Bank Bldg.,  
Chicago, Ill.

Eastern Representatives,  
Wallace C. Richardson, Inc.,  
41 Park Row,  
New York, N. Y.

manufacturer and his agent again got their heads together, and the agent still insisted that if anything was wrong it was not the plan. Consumer ads ought to create a demand for "dealerships," and if they did not, it was the fault of the ads themselves.

He advised a radical change of copy, and in support of his assertion, prepared a number of layouts, in each of which, though the argument was directed at the consumer, the illustrations plainly depicted happy dealers making sales to eager customers under a number of diverse conditions, each studiously calculated not only to inspire faith in the dealer on the part of the consumer, but to inspire a desire to be that kind of a dealer in the hearts of merchants who might see the ads.

#### ONE RULE FOR SUCCESS

That this final development was the correct one is proven by the fact that inquiries for agencies more than trebled the first year this campaign was run. And the house in question has set it down as a safe rule to show in at least one-half the consumer ads the dealer, the customer and the package, all "in a happy frame of mind." They reserve the other 50 per cent for showing the goods in use.

They have found, too, that showing the dealer in the ad, amid ideal surroundings, tends to tone up their department in the stores selling their goods. The "store in the picture" looks so good to the dealer that it unconsciously urges him to emulation—and it teaches him—by a method far surpassing schoolboy instructions—how the goods can be made to show up to the best advantage in his store. All of which does not hurt the sales of the article in question in the least. And such ads do create consumer demand in addition to sprucing up old dealers and lining up new ones, for ever so often some merchant who has not seen the ads himself writes in that his trade is demanding the goods. That's a way of not only hitting the dealer "over the shoulders" of the con-

sumer, but through the education of the consumer as well.

#### HOMER W. HEDGE AGENCY SUSPENDED

The Homer W. Hedge Company, of New York, organized in 1904, has suspended and its accounts have been turned over to the Dorland Advertising Company's New York office. The following letter has been sent to creditors, dated March 18:

"We regret to announce that the Homer W. Hedge Company has been compelled to suspend. The suspension is due to the fact that the statements of the business of the company do not show satisfactory profits and that the banks will no longer finance the business. During the period of extension granted by you, the business has proved unprofitable. Pursuant to the authority granted to the committee by paragraph five of the extension agreement signed by the creditors, such agreement has been terminated and notice to that effect served on the company.

"We find that current accounts as well as old accounts for which many of you have given extensions, will not be paid, as upon the suspension of the agency there seems to be no funds or assets for the satisfaction of creditors' claims.

"Very truly yours,  
"The Creditors' Committee. Curtis C. Cooper, H. J. B. Willis, J. H. Bligh, L. B. Palmer, H. R. Reed."

Homer W. Hedge, who organized the Homer W. Hedge Company, died in 1909. Since that time the business has been handled by W. P. Scott, Jr. Among the accounts in the agency's hands at the time of dissolution were those of Dr. Jaeger's Sanitary Woolen System Company (underwear), M. Hemenway & Sons Silk Company, Gein Cutlery Company, Sperry & Hutchinson Company, Cresca Company, Acker, Merrill & Condit Company, and Joseph Wild & Co.

#### JUDGE ALLOWS INGERSOLL WATCHES TO BE CUT IN PRICE

Judge Willard, of the United States Circuit Court, recently decided in Minneapolis that Henry McColl, a druggist and alderman of St. Paul, was not compelled to sell Ingersoll watches at \$1. He held that the contract for the price maintenance is unreasonable as the question of a trade-mark rather than a patent is involved. He holds it is beyond the power of the watch company to compel the sale of their product at the fixed price. Mr. McColl sold watches for 83 cents and was sued by the company. He bought the watches from a jobber rather than from the manufacturers and set up that the contract to maintain prices did not extend to him and the case was dismissed, and costs were assessed against the Ingersoll Company.

The makers claimed that the contract accompanying each article tended to restrain the retailer from disposing of the goods at less than the price fixed by themselves.

---

**F**OR the first two months of 1913 the four Chicago morning papers printed a total of 15,606.82 columns of advertising.

One-fourth of this, or an equal share for each of the four papers, would be 3,901.70 columns.

One of these papers printed in this period 6,414.78 columns, or 41% of the advertising printed by all four.

The same paper gained in this period 675.66 columns over the same two months last year, while each of the other three lost, their combined loss being 964.05 columns.

No, nothing special, only the increasing supremacy of

**The Chicago Tribune**

**The World's Greatest Newspaper**

(Trade Mark Registered)

---

## THE EFFICIENT USE OF ELECTROS, STEREOS AND MATRICES

PLAIN, MONEY-*SAVING* FACTS ABOUT  
GETTING THE ADVERTISEMENT TO  
THE PAPERS THAT MANY ADVERTISERS  
KNOW LITTLE ABOUT

*By Grafton B. Perkins,*

Adv. Mgr., Resinol Chem. Company,  
Baltimore, Md.

A few months ago I saw in the composing room of the Boston *Post* a series of six electrotyped automobile advertisements which had just come in from a big New York agency, with orders to run through twice. They brought home to me the large amount of money that must be wasted every year in the distribution of advertisements for national or territorial users of newspaper space.

They were beautiful electrotypes, averaging ten inches by three columns. Every one was molded right down to the shoulder of the type, the copper shells were extra thick as though each electro was to be a pattern plate, and they were blocked on wood that would have done honor to a 200-screen half-tone for an edition de luxe. And this series must have been distributed to fully a hundred big dailies.

These exquisite examples of electrotyping, although ordered in quantities, can not have averaged less than a dollar per plate, in all probability they ran higher. Of course, I know that the ordinary kind of electros can be bought in certain cities for half this price in large quantities, but I am not talking about low-grade electros as turned out by cheap workmen. Let us estimate that the plates cost six dollars a set. To this add fifteen cents for boxing, and an average forwarding charge of seventy cents, and the cost per set becomes \$6.85. For the hundred sets, the electrotyper's bill was \$685. Yet the illustrations in the advertisements were open line cuts, ideal for printing under difficult conditions, and there was no type in the entire series smaller than eight point.

These same advertisements could have been supplied to the hundred papers for less than \$95. What is more, in nine cases out of ten, only an expert could have told the difference between the imprints finally secured by the two methods.

If an agency with more than a national reputation for efficiency can permit a client to waste money like that, what must be the condition of the hundreds of accounts which fall into less skilled hands?

There is evidently a lack of full understanding in some quarters of this prosaic but practical matter—the efficient and economical distribution of advertising to the periodicals for which it is intended. In order to make the situation perfectly clear, an explanation, which may seem elementary to many, may be of great value to those whose attention has not been called to the subject.

The magazines and so-called national weeklies, printed on good paper and with slower presses than newspapers, should be supplied with high-class electrotypes, with original half-tones if this form of reproduction is used. This is worth while because these periodicals are in a position to do justice to the expensive plates, while the high cost of space, infrequency of appearance and the fact that twenty or thirty magazines make a generous list for most advertisers, make the item of plates an inconsiderable factor in the total expenditure.

### NEWSPAPERS PRESENT COMPLEX PROBLEM

But with newspapers, daily and weekly, even a very modest "national" list will run over two hundred; one, two or three different advertisements per week are used in place of one a month, and the problem becomes less simple.

For the purpose of the present discussion, newspapers may be divided into two classes, those below 5,000 circulation—roughly speaking—and those above that figure. Almost all papers of the first class and not a few of those whose circulations run several

# Consider Philadelphia

## It is not like other cities

Nearly everybody in Philadelphia has a home—not five or six “pigeon-holes” in a steel or brick structure, but the kind of home that gets into song and story.

There are over 346,000 of them—more than 50% owned by the occupants.

These homes constitute a market you cannot afford to overlook. There are other ways of reaching these homes, but none so safe, so certain as through the columns of

## The Philadelphia Bulletin

which—like an old and trusted friend—is welcomed into a majority of these homes daily.

February Circulation

**296,560** Copies  
a day

“The Bulletin’s” circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

You need the Bulletin if you “want Philadelphia.” The giant arm of its enormous circulation reaches into practically every home, placing your advertising message where it will do the most good.

**WILLIAM L. McLEAN, Publisher**  
CITY HALL SQUARE, PHILADELPHIA

CHICAGO OFFICE—

J. E. Verree,  
Steger Building

NEW YORK OFFICE—

Dan. A. Carroll,  
Tribune Building



thousand higher, are printed on flat-bed presses, direct from the type.

As circulations mount much over 5,000, however, the point is soon reached where this slower process can no longer be used. Rapid cylinder presses take the place of the flat bed upon which the pages of type can be laid. These demand curved plates instead of type, and for the larger papers many presses must be at work simultaneously.

These papers must have stereotyping plants. Each page of the forthcoming paper is made up, just as for a flat-bed press, but a papier-maché mold or matrix is taken from the type and into it melted metal, similar to type-metal, is cast, to give as many reproductions of the page as may be desired. The plates are curved, ready for the cylinders as soon as trimmed.

Now, except for readers or semi-reader advertisements, few users of an extensive list of newspapers attempt to have their copy set by each paper. Typographical equipment and technical skill vary so greatly that only the simplest and most straightforward copy can be reproduced with any degree of fidelity, while to secure even this result and to check the natural tendency on the part of some papers to extend the space which the advertisements must consume, would entail an amount of labor in correcting proofs which would be prohibitory unless the series of advertisements were very brief and to run for many insertions. Besides, many small papers charge extra for composition.

Therefore we may drop any consideration of composition by the individual paper and confine our discussion to advertisements in which the advertiser wishes to control absolutely the typographical dress and the illustration.

#### THE SMALL PAPER MUST HAVE PLATES

The small papers which have no stereotyping plant must receive such advertisements in a form ready to take their place in the page of type and to be printed from

without any intervening process. Perhaps the most common way to meet this need is with electrotypes mounted on wood. The process of electrotyping must be familiar to every advertising man, so need not be described here. Suffice it to say that this wood-mounted electro has three serious defects: its high initial cost, the expense of shipping the electro proper plus its heavy wooden block and the habit which all but the very best wooden bases have of warping on repeated insertions when the plate is cleaned after each printing.

There are several partial solutions to these difficulties. In the first place, many advertisers send out electrotypes that are needlessly costly. With the poor paper, "make-ready," or preparation on the press, that is careless or totally absent, cheap ink and hurried press-work, the difference in a country newspaper between the imprint from a prize-winning electrotype such as described at the beginning of this article, costing three cents or more per column inch, and from one costing half as much would hardly be evident to the sharpest eye, to say nothing of the public at which the advertisement is obviously aimed. Yet think of the difference in initial cost!

Another possible saving lies in the substitution of stereotypes for electrotypes. These stereotypes are cast flat into paper molds or matrices, by a process similar to that used in making plates for the large papers, each plate being trimmed after casting and mounted like electrotypes. This process effects no saving over electros except in initial cost, shipping charges being sensibly equal. But compared with the cheaper grade of electros, the first cost by this process is not so much lower as to offset a slightly less sharp impression and the greater liability of the more brittle stereotype metal to break in handling or on the press. Neither will the stereotypes wear as long as the electros, the face becoming more quickly blunted. So, altogether, it would

(Continued on page 92)

**The Community:** *Los Angeles* is the fastest growing city in the United States. One-half of its people are the liveliest sort of business men who advertise more largely—and respond more quickly to the advertising of others—than any other community. The other half of its people live on their incomes and are equally responsive.

**The Paper:** *The Los Angeles Examiner* has grown even faster than the city. Its circulation is many thousands larger than its nearest contemporary, although it sells at 5c per copy or 75c per month. It carries more display advertising than any other American newspaper. It has not only the largest circulation in Southern California, but the best in character.

**Quantity and Quality are both the highest in the**

## LOS ANGELES EXAMINER

**M. D. HUNTON**  
Eastern Representative  
220 Fifth Avenue, New York

**W. H. WILSON**  
Western Representative  
Hearst Building, Chicago

---

**Scientific application in advertising, insofar as selection of media is concerned, is horse-sense enough to determine what publications circulate in sufficient quantity to "move goods" in the market created, or about to be created by the advertiser.**

You can't reach the consumer in Ohio by advertising to the man in Florida. If your natural market is Ohio, buy circulation in Ohio, and if in Florida, circulation in Florida. If in a zone made up of several states, then circulation in that zone.

Every advertiser should know where his market is, and where the tendency to buy his product is most pronounced. It ought to be therefore easy for such an advertiser to match the circulation he buys with the market created.

The day when any periodical can claim with impunity "Everybody who is a reader of my magazine is a purchaser of your product" is past. The readers may have the money with which to buy the product, but live where the manufacturer can't profitably reach and sell the dealers who must supply them. Then too the circulation may be so scattered as to be ineffectual and unprofitable.

You can't pick daisies in the Sahara Desert; neither can an advertiser expect profitable results

from the indiscriminate application of bulk circulation, "location unknown."

The American Sunday Monthly Magazine has 2,000,000 and more circulation, location known. We can "spot it" for the advertiser and within a few moments show him whether we possess profitable possibilities. We don't want his business unless we can. We will submit our circulation by cities, by states, by zones. We will compare our circulation with that of any other periodical which makes known its circulation and the location thereof.

The manufacturer of an article used by men after expending several thousands of dollars with us, writes as follows:

"We take great pleasure in stating that our sales have been increased and more prestige gained among the trade from our using the American Sunday Monthly Magazine as an advertising medium than through any other source that we can trace.

"Positive proof of the working powers of your magazine was especially shown by results felt on the Pacific Coast almost immediately after starting a series of advertisements where previously other methods of advertising had no noticeable effect."

The magazine is now issued and distributed with the Hearst's American, Atlanta.

**April circulation 2,200,000—rate \$5.00 per line**

An advance in rate will be made effective on or about June 15th

**American Sunday Monthly Magazine**

220 Fifth Avenue  
New York City.

908 Hearst Building  
Chicago.

---

## Automatic Gates

The forms of The American Magazine close April 10th automatically.

We want all of the copy that we can get, but we do not want any copy so much as we want to go to press on time to keep our schedule.

The June American Magazine closes April 10th.

# The American Magazine

S. Keith Evans

Advertising Director  
New York

## TURNING A SEEMING FLAW INTO A VIRTUE

HOW SHREWD ADVERTISERS HAVE CAPITALIZED APPARENT WEAKNESSES IN THEIR PRODUCTS AND RUNG THE CASH REGISTER BELL—INTERESTING SOLUTIONS OF A VERY COMMON PROBLEM

*By Charles W. Hurd.*

In the good old days—the old, old days of four or five years back, and before—the standard way of getting over a seeming weakness in the goods or the proposition was to minimize it, or, not infrequently, by preference, just simply and naturally to *lie about it*.

Now we have changed all that, as advanced advertisers might say. We don't slide over the weakness any more, or lie about it. Instead we play it up. We're proud of it. It isn't a weakness at all. It's an *exclusive feature!*

There is generally more truth than poetry in this attitude. It often indicates moral courage. The advertiser has done the best he could do with his proposition. There is one thing lacking, however, in the opinion of the public or the trade. He cannot conceal it, because what he ignores his competitors will not. It is not a serious defect, perhaps not even a defect at all, merely something that has not been recognized as a virtue. Then why should he see it through the eyes of his competitors? Why not give himself the benefit of the doubt? Why not put the best face on it? The truth may lie nearer his extreme than that of his competitors.

The average manufacturer's idea of "nothing to advertise" is small production. Because small production suggests small demand, however you may put it. But behold R. E. Olds, designer for R. M. Owen & Co., general sales agents for Reo Motor Car Company. Under the caption "Our Modest Output," he recites:

After 26 years, and perhaps a record success, I am building but 50 cars daily.

Men ask, Why this modest output?

Why aren't you to-day in the 40,000 class, with all this fame, all this ex-

perience, and with such a car as the Reo the Fifth?

It isn't due to any lack of demand. There were times last year when orders from users ran five times our factory output.

We have, as I say, ideal factory efficiency. Engineers from everywhere come here to inspect it.

I have spent years and years in perfecting it, and I cannot apply it to a larger production.

That's why I limit my output.

It's also the reason why men want more cars than I can build.

The whole ad is more or less convincing. You probably forget that some competitor may have pointed out the small output of the car as probably due to an alleged unpopularity, or if you remember an allusion of this sort you think it a good subject for a competitor to let alone as being "loaded."

### TOOK COURAGE TO DO IT

As an advertising man, you admit that the thing was pretty well done after all. It was a difficult thing to make up one's mind to do. It took courage to do it. That shows in the ad, and helps to make it attractive, too.

That is one of the hardest problems that confront an advertiser or an agent—to know what points to feature and what to avoid. There is hardly any problem that comes up oftener in the copy room. And it cannot be said that the treatment of it is commonly very courageous. There is generally a serious attempt to keep away from the danger spots. And the danger spots are all those matters about which there is the slightest question. Only when the situation gets unbearable is there likely to be any handling of it in the advertisement. The feeling, of course, is that expensive space is best employed in playing up the virtues of your product and not its defects.

And so it is. The danger, however, is that in laying down the general law we forget that some of the defects are only so in seeming and that they may be virtues in disguise.

A few years ago, Van Camp, the packer, put an evaporated milk on the market. It was a





could have framed up so agreeable and striking a campaign as was framed up for him by circumstances.

One of the first electrically heated flatirons to be put upon the market and advertised had what its competitors said was an abnormally hot nose or point. This feature does not appear to have been dwelt upon by the manufacturer in the early stages of selling. It may not have been looked upon as a defect, but it was not regarded as something to shout from the housetop. This attitude was maintained for a considerable period, while the wicked competitors ceased not from competing.

Then one day a salesman mentioned casually that he had found a laundryman, a Chinese laundryman, he said, who swore by the said electric iron for the very reason that it had a hot point.

Presto! The house had been insisting to itself on the importance of the hot point before but it had not been clamorous about it outside. Now the thought struck home that possibly the public was not so hostile to it after all as competition would seem to suggest. They thought it over. The more they thought, the better they liked it.

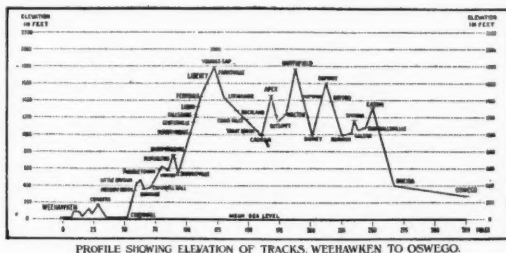
#### CHANGED THE WHOLE CAMPAIGN

The result was that they renamed the iron Hotpoint and changed the whole character of the campaign. It was a great success and so continues.

Another success, almost as striking, is being registered by the manufacturers of a player piano. When the manufacturers of this piano came on the scene with their automatic instrument,

the other manufacturers had covered with patents about every sort of elaborate device and little was left for the newcomers but the older devices common to all. It looked as if the newcomers were left hopelessly in the rear.

They were, however, made of sterner stuff than that. They had the player; they had to have it in their piano business. And they set about reviewing the situation to see what could be extracted from it. The name of the house carried a long way; they sold pianos on the strength of that. But they had to have something else on which to base an advertising campaign. What should it be?



HOW THE ONTARIO & WESTERN R. R. PUTS ITS HILLY ROUTE TO ADVERTISING PURPOSE

In view of the conditions, they were very strongly predisposed towards simplicity of control. Simplicity suggested freedom from the domination of mechanism. It was not hard to arrive at the conclusion that the ideal mechanism, like the ideal government, was that which governed least, which interposed the fewest obstacles between the performer and his interpretation, but which while actually producing the notes yet offered the fullest scope to inspiration and personal feeling. Musicians and psychologists were found who agreed with this view, and there you are. Out of that they built an advertising and selling campaign that is pulling strongly for them.

The absence of expression devices was played up in the copy as a virtue rather than as a de-

ficiency. Thus, what the trade had hitherto considered as a weak point in the instrument was transformed by the advertising man into its chief selling argument. Dealers saw the force of the appeal, and now the representation is much sought after.

#### SCENIC BEAUTY WORTH WHILE

Railroad travelers generally prefer a level track, smooth road-bed and fast-running trains, and most of the railroads emphasize their possession of these advantages, when they have them. The great transcontinental lines advertise in addition to these features the scenic beauty of the country they traverse.

There is no reason why some of the shorter railroads should not do the same thing, when they have certain natural advantages in the way of scenery. People naturally object to crawling through a flat uninteresting country and patronize the speediest of trains. They will take the fastest trains by any route when the object is haste. But otherwise they are glad to sacrifice a little time and even a little comfort for the sake of an agreeable and interesting journey, such as is afforded by a country of scenic ups and downs, and ins and outs.

Two of the railroads running out of New York have come to this conclusion. They run through unusually hilly country. They cannot make the time that a water-level route can. They could hug that thought and carry it as a liability. Instead they have faced the situation boldly and turned their apparent disadvantage into an advertising asset.

The Lehigh Valley calls attention in its newspaper advertising to its magnificent scenic attractions and the New York, Ontario & Western gives a conspicuous place in its folders to a profile map showing the elevation of its tracks from Weehawken to Oswego that looks like a temperature record in a New England spring.

No more striking example of the application of the principles

could be given than of the way the American Telephone & Telegraph Company converts what seems like a very grave weakness into an important argument in its favor. The point is made in its annual report, just issued. The Interstate Commerce Commission, having given notice that information had been "lodged with this commission to the effect that the American Telephone & Telegraph Company, by the operation of itself and allied companies, is attempting to monopolize the telephone and telegraph business in the United States and is fast driving out of existence independent competitors," etc., has ordered an inquiry into the alleged monopoly.

Whereupon the telephone company quotes the Attorney-General as admitting that "the value of a telephone service depends largely upon the facility of connecting every individual telephone user with any point upon any telephone line in the United States," and asserts for itself that "this is a clear and comprehensive statement of the fundamental policy upon which the Bell system has been evolved." The telephone company, in other words, stands pat upon and throws into strong relief the statement of the Attorney-General, with its inference that the telephone is a national monopoly! It is a weakness turned into the strongest of points.

These, or most of them, are instances of concerns that have not hesitated and have not lost. Looking backward, the successes are obvious enough.

Defects are often only names for opinions and prejudices, and these as likely as not have ignorance or misinformation for their basis. It is a good thing, if there is any lesson in the examples given, to make sure that you are not playing into the hands of your competitors by accepting their verdict or the trade's verdict as to the possible defect in your goods.

The "defect" may furnish the one big talking point you are after.

CABLE ADDRESS "PRICEWATER" NEW YORK

A. LOWE DICKINSON  
S. O. MAY  
C. J. MARR  
S. R. WEBSTER  
W. E. SEATREY  
J. E. STERRETT  
R. O. BERGER  
A. B. BRADIE

# PRICE, WATERHOUSE & Co.

CHARTERED ACCOUNTANTS.

DICKINSON, WILMOT & STERRETT

CERTIFIED PUBLIC ACCOUNTANTS.

NEW YORK,  
CHICAGO,  
PHILADELPHIA,  
BOSTON,  
ST. LOUIS,  
PITTSBURGH,  
SAN FRANCISCO,  
SEATTLE,  
DENVER,  
CINCINNATI,  
INDIANAPOLIS,  
KANSAS CITY,  
LOUISVILLE,  
MEMPHIS,  
MINNEAPOLIS,  
MONTREAL,  
NEW ORLEANS,  
PORTLAND,  
SAN ANTONIO,  
SPRINGFIELD,  
WASH. D. C.,  
WICHITA.

54 WILLIAM STREET.

NEW YORK.

Jan. 21, 1913

Orange Judd Company

Publishers of Orange Judd Weeklies

We have examined the circulation records of the five ORANGE JUDD WEEKLIES for the six months ending December 31, 1912, and we certify that the average net circulation of the ORANGE JUDD WEEKLIES during these six months was as follows:

AMERICAN AGRICULTURIST	-	135,922
ORANGE JUDD FARMER	- -	129,898
NORTHWEST FARMSTEAD	- -	105,455
NEW ENGLAND HOMESTEAD	-	56,856
SOUTHERN FARMING	- - -	56,044

Total - - - - 484,175

*Price Waterhouse & Co.*

Advertisers desiring a copy of this Price, Waterhouse & Co. circulation statement and information regarding the ORANGE JUDD WEEKLIES can secure same by addressing nearest office of

## ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York:

Western Offices:

1209 Peoples Gas Bldg. 601 Oneida Bldg.  
Chicago, Ill. Minneapolis, Minn.

Southern Office:

908 Candler Bldg.  
Atlanta, Ga.

Eastern Office:

Myrick Building  
Springfield, Mass.



The cabby insisted on more money than his fare had paid him, and the fare indignantly retorted:

"I know that is the right amount. Do you think I have been riding in cabs for nothing all my life?"

"Well," said Cabby, with one more look at the coin in his hand, "you come pretty near it."

The advertiser who refuses to consider Farm and Fireside because it is a farm paper and emphasizes its rejection by saying, "Do you think I have been advertising all my life for nothing?" lays himself open to the retort that he has come pretty near it for he has overlooked so good a class as the American farmer and so productive a medium for reaching them as

## FARM<sup>AND</sup>FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

---

## MILESTONES ON THE ROAD TO NATIONAL REPUTATION

THE ADVANTAGES OF THE SMALL STOCK PACKAGE—HANDLING WINDOW DISPLAYS IN CONJUNCTION WITH SALESMEN'S TRIPS—"GET THE BUSINESS" INSTEAD OF "WHAT WE WANT IS ORDERS"

By Austen Bolam,

Of the B. F. Goodrich Co., Akron, O.

Marketing a branded article is not child's play. It is a matter for continued serious consideration. A good reputation may be built up by years of hard work and then destroyed in as many months by "monkeying" with the product either in quality, price or some other way.

In outlining the plan of campaign which follows, I am giving the experience derived in handling several brands of proprietary goods—some of them of world-wide reputation.

First of all the trade must be properly approached and confidence secured. No hot air story will hold together very long, so a sane practical statement of facts is necessary.

A small stock package is a valuable opening lever. Let it be only half or a quarter of a dozen but *get it into the dealer's hands* or at any rate into the hands of enough of the dealers to take care of the opening demand. This will require a well-drilled and carefully trained staff of salesmen, not merely order takers but business builders, who will by their method of handling their customers, inspire confidence.

In one instance I have in mind "not a single package over the half dozen" was our ultimatum, and we stood behind the goods with a guaranteed refund if they were unsold in three months from date.

Having covered the dealers in the appointed territory, we then commenced to advertise, with the result that the goods were on sale at once and as far as we could ascertain, very little of our initial advertising was lost.

Having started thus, we got after the *repeat* dealer orders and not till these were in hand did we approach the jobber.

Here we struck it hard. Our reception was frostier than a North Dakota June and it took an awful amount of careful handling to convince the jobbing trade generally that we had no further intention of selling the dealer direct. The exhibition, however, of a nice fat bunch of orders all made out in favor of one particular jobber, usually proved itself the most potent argument.

Of course we did not need all of our large opening force of salesmen, once the trade got going, so we weeded them out, retaining only the most efficient. Thereby we secured a force of trained men who knew every move on the board and co-operated loyally.

Our sales were "charted" by territories as was also our advertising, and the two carefully compared. Every dealer was looked up at stated periods, his stock inspected and if stale exchanged, and his interest kept alive. If he wanted to order, we booked his order—through his regular jobber; all transactions being recorded at the head office on a comprehensive card which carried his rating, the size and location of his store, trade done and advertising supplied, just as regularly as if he had been a customer with a direct account on our books.

This kept the dealer in touch with us, and also helped to "liven up" the jobber. It showed we had not lost our interest in our products but were anxious to build up sales for the benefit of the trade as well as for our own good.

Our window displays were semi-annual affairs and were booked up months ahead by our salesmen. A small payment was made in goods for a two weeks' display and one condition was that they must be *simultaneous* in any one town or we did not pay. We did not allow the jobber to handle this advertising but dealt with it exclusively through our own force, direct to the dealer.

Ample material was supplied,

with a series of drawings, offering several suggestions for making up displays and here our system proved its value in saving material. Every window was classified according to size and assorted packages of display material prepared in large numbers in advance.

The largest window got the most material and the small back street dealer had just sufficient—that, in a nutshell, was the whole policy.

The date of opening was arranged to suit our travelers' regular journeys and they took the occasion to inspect and pass for payment all the windows which were ready; in addition to which they were able to offer suggestions as to better layouts. They often got an extra large bunch of orders as an immediate result of the demand created by the display.

Payment was invariably made in goods, which were shipped direct to the dealer, but I have since thought that a credit note redeemable through the jobber, would have been easier, cheaper and just as satisfactory.

A point which has often been discussed is the advisability of offering some inducement by way of a competition amongst the store clerks. My experience is "don't!" I tried it once and it resulted in a watch and chain to one pleased clerk in each town and an army of other disgruntled ones who received nothing. Besides, there was no permanent result. The consumer is after all the ultimate goal and every other issue must be subordinate to that point.

We didn't run the window displays to *please the dealer* buy to *get the consumer into the store*. And we always kept that object in front of us.

Dummy packages, attractive sign cards, showy window stickers and other means of passer-by publicity, enamel signs, painted store-end bulletins; all had their place, our one aim being to *couple up the advertising as closely to the dealer's store as possible*.

Thus while we would refuse a gable-end downtown in the busi-

ness section, we would cheerfully "buy up" a dealer's whole frontage if he were willing.

If the trade "fell down" in any territory we tried to find the reason first and then to correct it. We didn't merely increase our advertising and "trust to luck." The sales manager went down and investigated personally and on his report such action as was necessary was decided upon, after careful conference in which the traveler was often included.

Our salesmen came in frequently for conferences, local or national, and were kept constantly in touch with our every move. They felt themselves part of the organization and many of our most valuable hints and suggestions were sent in "from the firing line." "What we want is orders" was never our motto. What we wanted was *business*, big business regular business, but the salesmen were never encouraged to overload customers for the sake of filling the order-books. Thus we retained the dealers' good will and by scrupulously keeping faith both with dealer and jobber built up our trade connection to an almost unassailable point.

---

#### COLE APPOINTED "Y. & E." ADVERTISING MANAGER

On April 1, Roland Cole will become advertising manager of Yawman & Erbe Mfg. Company, Rochester, N. Y., succeeding E. S. Babcox. Mr. Cole was connected with the "Y. & E." advertising department some years ago. Later he was advertising manager of the John C. Moore Corporation, Rochester, N. Y., and in 1907 organized the "Y. & E." system department, which he has directed during the past six years.

---

#### FRAUDULENT AD LAW IN WASHINGTON

A letter from the Seattle Ad Club announces that Governor Lister, of Washington, has signed the PRINTERS' INK bill with an added clause exempting newspapers from responsibility for statements made by advertisers in their columns.

---

#### DEATH OF VETERAN ILLINOIS EDITOR

Paul Selby, who was one time editor and owner of the *Illinois State Journal*, at Springfield, Ill., died on March 19. He was 88 years old.

## Said Disraeli:

*"I know not what profit there may be  
in the recorded experience of the past,  
if it be not to guide us in the present."*

Our experience with THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST is guiding us in our present course with THE COUNTRY GENTLEMAN.

We have been developing THE COUNTRY GENTLEMAN upon the same broad policy, a *national* publication—directed to a *national* clientele—edited, illustrated and printed so well as to appeal to the most intelligent and progressive.

The analogy between THE COUNTRY GENTLEMAN and our earlier publications extends to the growth of circulation. In twenty months it has increased from 25,000 to more than 200,000.

And now advertising experience is furnishing a third parallel. Advertisers who have used THE COUNTRY GENTLEMAN have already built up a notable body of favorable testimony. But even without that, the probability of success through THE COUNTRY GENTLEMAN'S advertising columns may be judged by the history of successes in our other publications.

Said Patrick Henry:

*"I know no way of judging of the future  
but by the past."*

Perhaps this has application to your judgment of the future of THE COUNTRY GENTLEMAN as an advertising medium for your goods.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia



## THE ADS THE BOSS WRITES

THE THREE MOTIVES WHICH ANIMATE THE BOSS WHEN HE GETS OUT HIS LITTLE PENCIL AND "DOES ONE HIMSELF."

By Roy W. Johnson

When the boss writes an ad does he paste a great big picture of his mug in the middle of the sheet and write under it, "This is the man whose heart so yearned for humanity that he made a better union suit than ever had been made before?" Not he. Neither does he write the interviews with himself; those "signed ads" which take you on little journeys from sheep ticks to patent buttonholes, from Amazonian rubber-chewers to booth forty-seven at the automobile show—and carefully avoid telling anything. No, those are written by Billy Brighteyes in the advertising department who wants a raise come January, or by Peter Inkfinger in the agency which sees the account skidding. Sometimes they are gotten up by the solicitor for the *Slaughterhouse Symposium* who needs something to go up over the advertising manager's head

one from flopping off the hook. When the boss' picture is run more than once in the same ad there is probably a combination of at least two of the above.

Now, when the boss does write an ad, he has one of three mo-

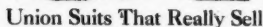
THE SUBTLETY OF SUGGESTIVITY

"KIDDING" THE READER

with. But as a rule they are concocted for the purpose of (1) getting a raise, (2) landing a new account, or (3) keeping an old

tives. Either he has been awake the night before and thought of something—he can't just remember what, but it was a corker; or his wife's sister's little girl—a child of *great* talent—spent the whole evening drawing a picture for one of Uncle's ads; or this: "No! No, I tell you. It won't do. Doesn't *mean* anything. You fellows *can't* seem to get the hang of this proposition. I tell you the one most important point about this sewing machine is that the flywheel is made out of *brass*—not titanium alloy or German silver or tungsten. It's *BRASS*, I tell you. You want to get that up in the headline, like—here, gimme the paper. *I'll* show you."

Remember, please, that the boss is immersed in his own proposition. It is the most important thing in the world to him, and he can't conceive of lack of interest on anybody's part. So he is quite excusable in assuming



**H**ERE'S new life for your Underwear Department—a Union Suit that has selling features no other possesses—a Union Suit of the standard of value maintained by the American Hosiery Company for nearly half a century.

### Belted Union Suit

A New one that has all the advantages of the old kind and none of their disadvantages.

It cannot gap—there are no uncomfortable but-

It will sell like wildfire because it is so comfortable.

It is decidedly worth your investigation.

A post card brings full information for one copper penny—and where to order your own.

penalty—and what's a penny against a big balance on the right side of your profit and loss account next season.

AMERICAN HOSIERY COMPANY

Manufacturers of Fine Rail Cycles

25 FOURTH AVENUE NEW YORK

## THE PRODUCT IN ACTION

that when the morning stars sang together the theme was his product, though the kind of taste which let it get into print is somewhat questionable. There is a

Often, often the good things which come to the boss when he lies awake nights that way are intensely humorous. As, for example, when he buys a front cover to effectually conceal what he wishes to say. That Braeburn Steel Company ad is a joke on you, reader. You are supposed to jump and exclaim "What!" the moment you see it. Then you strain your eyes to discern what the small type has to impart, whereupon you cry out, "Bah Jove, clevah!" And you tell your private secretary to instruct the superintendent to tell the purchasing agent to order nothing

but Braeburn steel. That is, you might have done that if you had read it thirty years ago, when the rosy light of the advertising dawn made such things look fresh and quaint. But the freshness wore thin in time, and the four hundred and sixty-seven thousandth

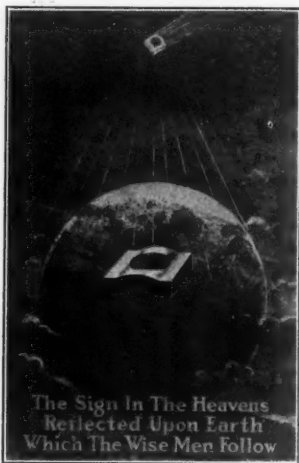
**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

repetition licked the quaintness all off—a number of years ago.

The connection between steam rollers and kid shoes may not be apparent, but that only shows the boss' subtlety in dealing with a delicate proposition. This is an ad to the dealer, you know, and the boss wishes to impress upon him the fact that his (the boss') knowledge of human nature is such that his consumer advertising will go over 'em just like the picture. It wouldn't do to say so, because a consumer might get hold of the paper and read all about it, and that would never do. This boss is too slick, though,



THE LIMIT OF THE SEASONABLE

and a man who looks out for the details like that ought to be a good one to tie to.

Undoubtedly little Marjorie drew this "morning in the police court" after Goldberg. It is so close after him that it may have been helped along with a piece of tracing paper when none of the old folks was looking. Her parents must be very proud of Marjorie to help her Uncle Mawruss in his business that way, and after this any boob who thinks other buttonholes are as good as

Notair will see what is coming to him.

There is, after all, no argument so potent as the graphic representation of the goods in action in the customer's own environment. That is why this Amho Belted Union Suit ad grips the attention



"Remember this when you are ready to buy your sweater coats."

A "HOPELESS CASE" INDEED

from the first word and all but fills out an order blank. Only the text is too modest, and does not measure up to the picture. Any union suit which will cause a fat man on a summer day to run as that one in the background is doing will sell faster than "wildfire." I surmise in this instance that the boss simply furnished the picture and headline, while some less sympathetic soul supplied the text. That should not happen again. In the interest of advertising, let us hope it doesn't.

I haven't supplied any examples of "brass-flywheel" copy, because I couldn't make up my mind which one to choose. They are deadly dull and uninteresting, anyway.

#### O'SULLIVAN NEWSPAPER CAMPAIGN

A newspaper advertising campaign started this week in the Philadelphia newspapers for O'Sullivan Rubber Heels, similar to the one conducted in New York City and which may be later extended to Baltimore. The O'Sullivan Rubber Company, through the co-operation of local shoe retailers, advertise the dealers' stock fitted with O'Sullivan's Rubber Heels.

# The Wasteless Way To Advertise Machinery

is to advertise in the mediums that go to the *people who use your machinery*.

If it's automobiles, use the automobile and general papers—

If it's sewing machines, use ladies' and general magazines—

For the people you *must* sell to read *those* mediums for information about *that kind* of machinery.

And they are, therefore, the *nearest* to *wasteless* mediums you can get.

But, if you sell metal mining, engineering, construction, machine shop, power plant or coal mining machinery, you *don't* belong in automobile, ladies' or general mediums.

The man who advertises *that* kind of machinery in *general* magazines is like the woman who bought a cocktail just to get the cherry—and then found that they don't put cherries in them any more.

He is paying a high price to reach a few people who don't want to be reached that way.

The *wasteless* circulation of the Hill papers is a modern commodity which has been built up because it's a necessity to concerns which sell machinery in *engineering fields*.

This whole circulation wouldn't be worth thirty cents to a corset advertiser—and he couldn't buy it if he wanted to.

But to the man who sells machinery *in the fields it covers* it's worth more than *all* the circulation of *all* the papers in *all* the other fields—

Because to *this* man it's *wasteless*.

If you sell machinery or equipment to concerns in any of these fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

**Hill Publishing Co.**  
505 Pearl Street New York City

**THE** five great quality circulation engineering weeklies of the Hill Publishing Co. are:



**The Engineering and Mining Journal (1866)**

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

**Engineering News (1874)**

The Standard Paper of Civil Engineering. Circulation 21,000.

**American Machinist (1877)**

Devoted to the Work of Machinery Construction. Circulation 26,500.

**Power (1880)**

Devoted to the Generation and Transmission of Power. Circulation 34,500.

**Coal Age (1911)**

Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

# A Once Great Industry Now Dead

A few years ago making ingrain carpet for the small-town trade was an enormous industry—

Today, it's a joke—and a very poor one.

Thousands of costly looms have been dismantled and sold as junk: for the small-town trade now buys Wilton, Brussels, or Oriental rugs.

Ingrain carpet covers a floor as well as Wilton—wears nearly as long and costs much less. The difference is largely a matter of "taste."

The live American carpet manufacturers saved their business lives by promptly "switching" their plants to meet this important "step up" in taste of the small-town trade.

Let us shift the scene a moment.

There has been a most important change in the small-town magazine situation. The old "ingrain" type of magazine doesn't belong any more in the better class of small-town homes.

## The People's Home Journal

Some publishers don't realize this and still employ the old "ingrain" methods. They still publish their magazines on cheap paper stock, use the cheapest kind of printing methods, and some buy for a song the right to reprint novels that have already been published in book form.

It costs us many hundreds of thousands of dollars more each year to publish THE PEOPLE'S HOME JOURNAL in its present form than it would if we employed the "ingrain" standard. But our more than 900,000 subscribers want the "Wilton" type of magazine and we are making it for them.

Is there, therefore, anything strange about the fact that scores of National advertisers recognize THE PEOPLE'S HOME JOURNAL as the leading small-town magazine, and that THE PEOPLE'S HOME JOURNAL has produced results for these advertisers that have never been approached by small-town magazines of the "ingrain" type?

**F. M. Lupton, Publisher**

(Incorporated)

***Established 1885***

Chicago: Marquette Bldg.

New York: Lupton Bldg.

**The People's Home Journal**

CABLE ADDRESS "PRICEWATER" NEW YORK

A. LOWES DICKINSON  
S. O. MAY  
C. J. HARR  
S. R. WEBSTER  
W. E. SEATREE  
J. E. STERRETT  
R. O. BERGER  
A. S. BRODIE

# PRICE, WATERHOUSE & Co.

CHARTERED ACCOUNTANTS.

DICKINSON, WILMOT &amp; STERRETT

CERTIFIED PUBLIC ACCOUNTANTS.

NEW YORK,  
CHICAGO,  
PHILADELPHIA,  
BOSTON,  
ST. LOUIS,  
PITTSBURGH,  
SAN FRANCISCO,  
SEATTLE,  
DENVER,  
CINCINNATI,  
LOUISVILLE,  
INDIANAPOLIS,  
COLUMBIA,  
ALBANY,

54 WILLIAM STREET.

NEW YORK.

Feb. 10, 1913

The Phelps Publishing Company,  
Publishers of FARM AND HOME

We have examined the circulation records of "FARM AND HOME" and we certify that the total circulation on February 8, 1913, was as follows:

Subscribers	579,960
Advertisers and Exchanges	4,687
	<hr/>
	584,647

*Price Waterhouse & Co.*

N.B. A count on February 28--20 days later--shows a paid circulation of 591,518 copies, distributed at 46,512 post offices.

Advertisers desiring a copy of the above report with summarized statement of subscribers to FARM AND HOME can secure same by addressing nearest office of

## The Phelps Publishing Co.

1209 Peoples Gas Bldg. · 601 Oneida Bldg. · 315 Fourth Ave. · 908 Candler Bldg. · Myrick Bldg.  
Chicago, Ill. · Minneapolis, Minn. · New York · Atlanta, Ga. · Springfield, Mass.



## WRITING CIRCULARS THAT BRING HOME THE BACON

HOW A CONSPICUOUSLY SUCCESSFUL MAIL-ORDER AND GENERAL ADVERTISER HAS ITS SALES-CLOSING LITERATURE PREPARED—THE ADVANTAGES OF BEING IN DAILY CONTACT WITH CONDITIONS—WHAT STANDARDIZATION OF WRITING AND PRINTING METHODS ACCOMPLISHES

*By S. Roland Hall,*

International Correspondence Schools,  
Scranton, Pa.

Receiving from 500 to 1,100 inquiries a day, and having between 1,300 and 1,400 active salesmen at work, "straight canvassing" as well as following up inquiries, the International Correspondence Schools require an enormous amount of sales-closing literature. As most of the courses of instruction run in price from \$50 to \$125, and make it necessary for the student to devote from one year to several years to spare-time study, the inquirer does not "put his name on the dotted line," as a rule, until a very satisfactory reply has been made to all the questions that he would naturally want answered.

From the outset, the schools have enlisted the services of an advertising agency in preparing advertisements that will produce the inquiry. Producing the inquiry, though a most important part of the advertising job, is really only a starter, an opening. Our proposition is quite different from that of the soap or breakfast-food manufacturer, who, when he has the reader interested, practically has the sale made—there being no money obstacle in the way. The subject of self-development, of better wages and more luxuries, of more power, and greater achievement is a great, interesting one on which copy-ideas can be worked up almost without limit. With a striking idea, and the offer of free information as to how one may better his condition, it is not such a difficult matter to draw inquiries. But to close those inquiries and to maintain a fair

percentage of sales when the inquirer may have any number of objections to enrolling—ranging all the way from "no money" to things that you never dreamed of—means that we must enlist all the skilful circular-writing, sales-letter-writing and face-to-face salesmanship that we can muster. We have always believed in the policy of employing as good talent to close the inquiry as to produce the inquiry. Some advertisers don't and then wonder what's wrong with advertising.

Our concern belongs to what might be called the "technical" or "semi-technical" class of advertiser, which means that there must be a "Johnny-on-the-spot" or several Johnnies on the spot to handle phases of the advertising that no agency man or other outsider could handle efficiently unless he did as we at the home office do: eat and sleep with the business, so to speak. We have at times had the outside man come in, with his wonder stuff, and get up circulars, and we know what the result was. No amount of cleverness will enable him, in his flying visit into our midst, to get far enough below the surface to produce the kind of literature that makes the sales-percentage right. Only the man who has his desk at the heart of the business, seeing the daily mail, and getting the troubles of the sales force at first hand could produce the kind of literature that the I. C. S. must have. And that I did for several years, having my desk only a few feet from the head of the Mail Sales Division, a man who had been with the company seventeen years.

"What kind of circulars has your experience shown to be most effective?" is a question that has been put to me at various times. And I always come back with my own question as to what branch of our work the inquirer refers to. For the style of circular that we use a million and a half of every month to hand out at our window displays, to leave in shops and offices and to distribute from house to house is quite different from the circular that we send

out to the man who has inquired about a course. The first-named is a very concise four-page circular, with a post-card attached, that is really nothing more than a four-page magazine advertisement in circular form. It has

interest in a course of study goes into great detail; our experience teaches us that such a man demands the full details. These jobs run from twenty-four to over a hundred pages, and the longer ones look solid and rather uninter-

esting to critics and others who are not possible purchasers of the courses described. The main text is set in 8-point leaded, 25 picas wide, with synopses, and most testimonials in 6-point. Feature pages are set in larger sizes.

Right here is where many people—even experienced advertisers—go wrong. A high-salaried man stopped at my desk one day and, referring to a circular just off the press, said:

"Now, in a general way, that's a nice-looking circular, but honestly I don't believe anyone reads all those pages set in small type. I know I wouldn't."

"Are you at all interested in taking up the course of study that this circular describes?" I asked.

"No."

"Then, of course, you wouldn't read the circular. I wouldn't expect you to. I didn't write that circular for you. I wrote that

circular for John Smith, of Centerville, Ohio. John is twenty years old, and he hasn't been trained for anything in particular. He is just realizing that fact, but he doesn't know much about this correspondence education, and he has only \$25 in cash. The matter of a career is a serious thing to him, and it means at least a year of hard study if he takes up this course. I am not guessing. I know from thousands of letters

## Advantages of the I. C. S. System

1. **You Study Where You Please.**—You do not have to leave home to secure an education; the education comes to you.

2. **No Time Lost From Work.**—You can keep right on with your work, studying during spare hours. Our Courses make odd moments profitable.

3. **You Study When It Is Convenient.**—Our Schools never close. You can begin to study when you please, and take your own time.

4. **We Teach Wherever the Mails Reach.**—You can move from place to place while studying. We have students in every country.

5. **No Books to Buy.**—You have no textbooks to buy. We furnish all Instruction Papers, Return Envelopes, and Information Blanks.

6. **Specially Prepared Instruction Papers.**—Our Papers have been written especially for correspondence instruction by men expert in both the theory and the practice of their professions.

7. **Education and Experience Combined.**—The I. C. S. System is the only system that will enable you to combine education and experience by immediately doing, in daily work, the knowledge gained through your studies.

8. **Complete in Every Respect.**—Our Courses begin at the beginning, and are complete in their respective lines. They are thus adapted to the needs both of men with limited educations and of technical graduates.

9. **Cost Is Slight.**—The prices charged are much smaller than the fees of other high-grade educational institutions.

10. **Instruction Private.**—Your instruction is conducted privately. No one need know you are a student except ourselves.

11. **Only Spare Time Required.**—Your studies need not interfere with business or social engagements. This is impossible with night schools or other systems of class instruction.

12. **Written Explanations.**—Our written explanations are always with you and can be studied repeatedly—oral ones cannot.

13. **You Are a Class by Yourself.**—You get all the instruction and do all the reciting, because the Instructor attends to you alone.

14. **Instruction Thorough.**—Your written examinations enable your Instructor to detect weak points readily and give you proper assistance.

15. **Success Follows Study.**—We assure our Diploma and the successful completion of any Course to all that can read and write and will study as we direct.

16. **Backward Students Assisted.**—We take great pains with backward students; our best friends are those that required the most assistance in their studies.

17. **Prepare for Examinations.**—Our Courses prepare you to pass examinations for licenses, certificates, etc. No other method is so satisfactory, because you learn to express yourself clearly in writing, and remember what you write.

5

### CONCISE TREATMENT OF SUCCESSIVE POINTS

the striking idea to get attention, seeks to stir ambition, and to draw an inquiry for further information, but gives no prices or particulars of the various courses other than a list of positions for which we train. Again, we have some circulars that go to capitalists and employers, in which the principal features of our business are treated with great conciseness. But the circular that is to go to the man who has shown an in-



## the life of a magazine

A woman is as old as  
she looks.

A man is as old as he  
feels.

A magazine is as old as  
its "insides—"

—and the life of the "in-  
sides" is just as long as the  
"insides" are broad.

### The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New-York Tribune  
Boston Post



Washington Star  
Minneapolis Journal  
Rocky Mountain News  
Buffalo Courier  
Detroit News-Tribune  
Baltimore Sun

It depends solely on the  
publication itself.

If it is made up of material  
that is news today and his-  
tory tomorrow;

—if it is of "fluff,"—  
froth that gets flat if you  
let it stand;

—if it is narrowed in any  
one direction—

—it suffers, — and dies  
just that much quicker.

Advertisers find the editorial  
side of the Associated  
Sunday Magazines an in-  
tensely interesting,—and a  
very profitable study.

It tells them all about  
the life of the magazine;

—about the life of their  
advertising.

The tenor of the writings  
shows them that the Associ-  
ated is good until it has  
been read all the way  
through.

There is something in it  
for each member of the  
family.

—the magazine lives until  
all the family have read it.

This long life; this broad  
life,—means a lot of adver-  
tising in the Associated  
Sunday Magazines;

—in 1,400,000+ homes  
every week.

1 Madison Avenue, New York      Record-Herald Bldg., Chicago



## Why?

The eternal query of childhood is "WHY?"—

The inexhaustible theme of the Advertiser is "BECAUSE"—

We say, "Why not put them together?"

"Because," you answer, with a half concealed smile, "they are ONLY CHILDREN."

Questions being in order,—ask your Retailer with whom he does business. He will answer:—"I don't see my customers from one month's end to the other,—It's the children that I see." Of course it is, and they are the choosers of to-day.

We give Advertisers an opportunity in St. Nicholas to answer the WHYS of thousands of boys and girls.

ONE "Because" *now* is worth a score to these grown up girls and boys five years from now.

They will believe it *now* and remember it *later*.

It is a wise baker who gives away a sweet cake with a loaf of bread, and a long-headed advertiser who answers the Why of childhood with an attractive BECAUSE.

DON. M. PARKER,  
Advertising Manager

Union Square New York

that I have seen from John and his kind that he reads these circulars thoroughly and sometimes even then is not convinced that he ought to do business with us."

So, the simple fact is that we shape our circulars to fit the particular type of reader. Our language courses are bought to some extent by persons who study for cultural purposes. These circulars are somewhat more concise than our circulars dealing with technical courses and they are set in larger type.

As to whether we believe in a large general catalogue describing all the courses we offer or a number of special catalogues: we believe in both. We have a general catalogue that goes to the man who merely writes in that he is interested in taking up a course of study or who says "Send me your circulars." But if an inquirer indicates that he wishes to become an electrician, he gets a circular dealing only with our electrical courses. We know that the specialization pays, and we are able to specialize in most of our work by making use of the coupon, with the list of courses, in practically all our advertisements and the post-card in all our light literature handed out for inquiry-creating purposes. It is worthy of note that instead of asking a man what course he is interested in, we ask him to mark *the position that he would like to be able to fill*—a small difference but an important one.

Once our president was convinced that he should maintain a staff of technically educated writers in his advertising department, so an electrical man could write electrical jobs, and so on. Of late years he has seen that best results are attained by having the man of advertising sense co-operate with the faculty of the school in order to insure technical accuracy, but to have the job written up from the advertising point of view.

Writing effective circulars on technical subjects is not as difficult as one might suppose it to be, on seeing the completed job. For one thing, we usually know

for some time in advance when we will need a new circular to sell a course. A careful file of data of all kinds bearing on that subject is maintained. The libraries—particularly the bound volumes of magazines—will be consulted. The *Youth's Companion*, for example, ran a series of articles on various professions and how to prepare for them; and so did the *New York World*. These were all clipped and preserved. Nothing that Edison or Steinmetz says about the future of electricity or of the importance of electrical education is likely to be missing from our file of electrical matter. The consent of publishers to reproduce all or parts of good copyrighted matter is often secured, for we well understand that a page of strong expressions from *Telephony* as to the future of the telephone engineering profession will count for more with the average inquirer than any assertions that we—the sellers of the course of instruction—could make.

The details of the cases of all successful students are run down very carefully, and the student's consent to publish is obtained in writing. Very often interesting photographs of the student's shop or office, or of something that he has constructed, are available; and these, with the student's own photograph, are made up into a "feature page." Clues to these cases of success are secured in various ways—it being common for the student himself to fail to notify us of his advancement. A chance remark dropped by W. W. Wheeler, advertising manager of the Pompeian Mfg. Co. of Cleveland, while he and I were on an ad-man's excursion in the Detroit river, led to the running down of one of the strongest cases of success and result-producing students that the School of Advertising—my pet—was ever responsible for. We address all of our advanced students, asking for the particulars of any advancement that they have enjoyed since taking up the course of study, and when anything worthy of note has been accomplished, we can usually—



## Are You Three-Footed?

This question is suggested by the thought that through the

## Evansville Courier

you can gain a foothold in 3 states. That is in those prosperous sections of Indiana, Illinois and Kentucky, which are segmented into a 40 mile circle with Evansville as the hub.

This territory comprises 21 counties, over 80 towns (we can't put down the EXACT number of towns lest we offend the civic pride of some villages that make up in purse capacity what they lack in population).

This trade area is arteried by 6 railroads, 6 interurban routes and 9 steamboat lines (on the Ohio River).

Uncle Sam thinks enough of it to spend here \$2,000,000 for movable dams and locks. Evansville, following the usual style of philanthropy, is "raising an equal amount" for her own harbor improvements.

The only presses that can effectively produce a yield of consumer money from this rich field, are the presses turning out the EVANSVILLE COURIER.

The EVANSVILLE COURIER reaches every nook and corner of this field of 250,000 consumer souls. It has their esteem, respect and confidence.

The circulation of the EVANSVILLE COURIER, exceeding 19,000 daily, overtops the consolidated circulation of all other papers in this territory.

If the EVANSVILLE COURIER is not carrying your advertising you are the loser.

### THE EVANSVILLE COURIER

#### THE JOHN BUDD COMPANY

##### Advertising Representatives

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

At your service, any time, anywhere.

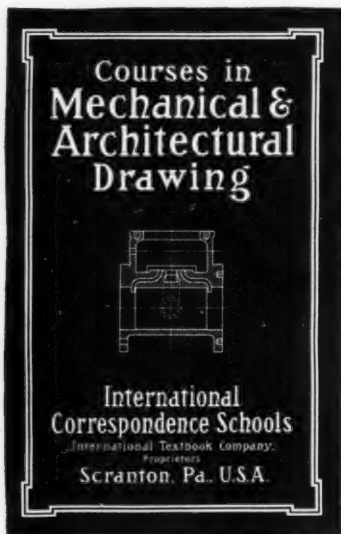
though not always—get leave to publish by offering a complimentary copy of one of our various little handbooks, or a volume or two of our Library of Technology.

Knowing the needs of the business as well as I know it when I had the job of preparing the I. C.

for a certain percentage of results. The secretary's department exercises its authority only in the matter of the manufacturing cost, keeping up the stock, etc. An expert typography man who carries the title of "Typographical Designer" is a bay-window of the secretary's department, and all copy and proof go through him. If he sees that copy written for certain parts of a job will overrun considerably, he takes that up with the author of the circular and the surplusage is adjusted before the copy goes to the printers. In co-operation with the author, the entire style of the circular is set and layouts of cover, title, inside pages, etc., go to the printers with the copy, so there is no delay or question before the job is started. The introduction of this man brought about a little friction at first, with both writers and printing department, but the new wheel was soon running smoothly with the rest of the machinery.

Do I advocate the use of dummies as a general guide before writing copy? Yes and no. To tell the frank truth, I rarely made up a complete dummy before writing my copy, and those occasions were occasions when I had to put the job before the president or some other superior to get permission to print. As a rule, I worked by a "mental dummy," so to speak. That is, I had a general scheme in my head for the job. I wrote copy to fit that scheme, and then when I had my stuff in the rough, the dummy was made up and the copy was pruned and adjusted to meet the mechanical requirements.

We save in the I. C. S. work by adopting the six by nine circular as our standard size. In this way, one envelope can be used for almost any circular that we print. Shipping packages of circulars to our district offices is facilitated. When an inquirer asks for circulars on several subjects, the several circulars will go in the same envelope. The stand-



A "BLUE PRINT" COVER THAT HAS PROVED EFFECTIVE

S. mail-soliciting literature, and having so much data available, the work was really enjoyable rather than a tedious or difficult undertaking.

We have always maintained our own art and printing departments, and so a systematized plan of writing, illustrating and printing our circulars was, entirely practical.

Usually about a month before a circular is actually needed, an order comes through from the secretary's department, calling for the preparation of the job. The head of the Mail Sales Division, however, is very properly given authority to say just what the circular should be, so far as copy goes, for he is held responsible

# \$30,000

The American public paid  
\$30,000 to news-dealers last  
month to buy McClure's—  
because they liked it, believed  
in it, wanted to read it.

This is the largest amount  
from news-stand sales in  
the twenty years' history  
of McClure's Magazine.



Walter D. Hanning

*Advertising Director.*

The McClure Publications, Inc.  
McClure Building, New York

Closing date April 15th  
for June McClure's

# 40 Readers

(400 Riders)

## For One Cent

If only one rider in ten reads your advertisement in the street cars, you get forty readers for one cent. Send us the names of a few cities where your sales should be greater and we will send you a detailed estimate.



### Street Railways Advertising Co.

CENTRAL OFFICE

First National Bank Bldg.  
Chicago

HOME OFFICE

"Flatiron" Building  
New York

WESTERN OFFICE

242 California Street  
San Francisco



ardization enables us to use certain stock pages in all the jobs, and to save composition and electrotyping. We electrotypes practically all jobs and aim to print only about a three-months' supply.

Proof is read first in galley form, of course. Revised proof comes in page form, and a duplicate is invariably furnished, with which the author of the job makes up a proof dummy complete from first cover to fourth as a guide to the make-up men. The author is likely to hear from the "front office" if he calls for further proof after the second, or does his editing in proof. There is an emphatic rule around our place that editing is to be done in manuscript.

My mental layout of an I. C. S. circular to be sent out in response to inquiries followed a general plan, no matter whether the circular was about electrical or business courses. Suppose the subject were architecture. The opening pages would deal with the field of architecture, the career of the architect, and how one may get into such a career. Is the work agreeable? Is it worth while from a money point of view? What do prominent men say about it? These questions are answered.

Then the correspondence method of teaching is taken up. Though we have spent millions advertising the advantages and the practicality of the method, we do not assume that the inquirer knows all about it. With this article is reproduced one of the stock pages used in most of our circulars, in which page the argument for the correspondence method is reduced to concise form.

The I. C. S. courses of instruction and the I. C. S. method of teaching are then taken up in great detail. Though the descriptions take a great deal of room, we believe in giving a detailed synopsis of each subject taught in our various courses. Not all inquirers grasp this synopsis, but it makes its impression, and we know that there is always

a chance that the inquirer may take the circular to some experienced man and ask for an opinion as to the merits of the course described.

We do not believe in the policy of setting apart a certain section of the circular and running all the interesting experiences and endorsements of the students there. Scattered throughout the circular, *wherever the experience or endorsement of a successful student will back up an argument*, we run it in.

The final pages of the circular are devoted to the outfit that the student receives, the aid of our Students' Aid Department in the matter of securing employment, notifying employers of students' advancement, etc. The last page is a "How to Enroll" explanation; we do not even assume that the student understands that process until we tell him.

We do not quote prices in our circulars. Our prices and discounts—discounts have proved to be indispensable as "closers"—are constantly changing; so these are quoted only in our contract forms and supplementary literature.

Those who observe our magazine advertising will see that it is what may well be called "inspirational advertising." We do not set forth that we have fine courses of home study for sale at so much each. We do not talk study. The appeal is to the reader's ambition. We try to stir his blood. Our circular literature takes up that burden. It preaches much more elaborately than the magazine advertising the gospel of self help, of success, of present sacrifice for future gain. We prove our case by showing what other men, handicapped in every conceivable way, have done.

I think that perhaps the finest compliment that I ever had passed on one of my circular jobs was a letter from a student who said that he kept the prospectus on hand and every month or so read a little of it again because it gingered him up. And that sums up very well my idea of circulars that "bring home the bacon."

## MUST THE SMALL-TOWN STOREKEEPER GO?

INVESTIGATOR FINDS WARRANT TO BELIEVE THAT THE DAY OF THE OLD-FASHIONED COUNTRY DEALER IS PAST—VIEWS OF THE MAIL-ORDER HOUSES AND OF EXECUTIVES OF MERCHANTS' ASSOCIATIONS—THE HOPE OF THE NEIGHBORHOOD DEALER

A writer in the New York Times *Annalist* of March 3rd, in answering the question of whether direct distribution through the mail-order houses and parcel post will prove the undoing of the small-town storekeeper, brings together the views of business men of wide observation. He describes the rapid rise of the mail-order houses and points out that in 1912 there were 1,777 failures of "general" stores. In 1911 there were 1,380, and in 1910, 1,228. Failures of the little general stores increased the fastest.

The mail-order business seemed to increase in proportion as the small stores dropped out. The *Annalist* says:

For the calendar year 1912 the combined "net" trade of Sears, Roebuck & Co. and of Montgomery Ward & Co., the two leading American houses, totaled over \$112,000,000. This means that exclusive of returned goods, exchanges, and the like, that much money was taken in. Their combined merchandising profits, after payment of all wages, operating expenses, advertising, etc., were \$10,670,216. The Canadian house of Timothy Eaton & Co., doing business in Toronto and Winnipeg, did a gross business generally placed near that of Montgomery Ward & Co., about \$35,000,000. An expert estimate of the business for 1913 of these mail-order houses puts the aggregate around \$200,000,000. Much mail-order business is also done by the department stores. The total is as yet small compared with the aggregate trade of the country stores scattered over the United States, possibly 250,000 of them, doing an estimated business of \$2,500,000,000 a year, but the growth of the mail-order system of buying has been rapid.

Taking our own great mail-order trading corporations alone, Sears, Roebuck & Co. and Montgomery Ward & Co., the former has a capital of \$48,000,000 and \$12,059,285 in surplus; the latter has an authorized capital, under the new charter, of \$10,000,000, and on January 1, under the former incorporation, had \$8,159,507 in surplus. Sears, Roebuck & Co. had \$11,332,224 in merchandise on hand, and Montgomery Ward & Co. had \$5,139,547

worth. Sears, Roebuck & Co. owned \$9,502,625 worth of real estate and plant, Montgomery Ward & Co. had \$6,587,546 worth (not counting their recent purchase in New York). Sears, Roebuck & Co. estimated their "good will" at \$30,000,000. Montgomery Ward & Co. did not estimate this intangible asset. Sears, Roebuck & Co. placed their assets at \$65,883,831. Montgomery Ward & Co. reported "quick assets" only, at \$15,129,390.

A representative of a large mail-order house is quoted by the *Annalist* as saying that the small-town storekeeper must go. But he qualified his statement by saying that he was referring to the "old-fashioned" storekeeper. Under the new order of things he conceded that small-town stores of certain kinds may survive by including larger territory and improving their service by catering to the more particular needs of their community.

The *Annalist* quotes "several men of experience" who believe that in spite of the big mail-order house and the large store in the central town, country neighborhoods want just the goods their small storekeeper knows how to buy. He must, of course, become a better trader. He can build up an outgoing business with city customers. He can cut into the produce man's market.

The *Annalist* continues:

"For a dozen years the trade organizations representing retail and wholesale merchants in several lines of trade have been fighting the mail-order houses because of inroads on profits. Among these the National Shoe Dealers' Association has taken a prominent part. Henry S. Higgins, president of this association, was asked of the effect on country trade of increased parcel post business. He replied:

"Our association has been fighting the parcel post, associated with the hardware dealers and others, for years. The mail-order business directly cuts out shoe dealers' profits. That is why we fight. To be fair, there is both bad and good for the consumer in the mail-order business. He can buy some things at a saving. He can buy others at an apparent saving, but with dissatisfaction in the end. We don't think that

# The Problem of the Large Field and the Small Appropriation

Solve it by using publications written for a class of men, rather than for an industry.

## Metallurgical and Chemical Engineering

interests and helps the chemical and metallurgical engineers, managers and other operating officials who rule the buying in ore dressing mills, smelters and refineries in chemical plants, in iron and steel works, and in every industry where efficient methods depend upon industrial chemistry or metallurgy.

How well Metallurgical and Chemical Engineering serves its subscribers is shown by the fact that over half of them have it sent to their **homes**. The readers are the technical heads and operating officials of great enterprises. You reach them once every month through this one publication.

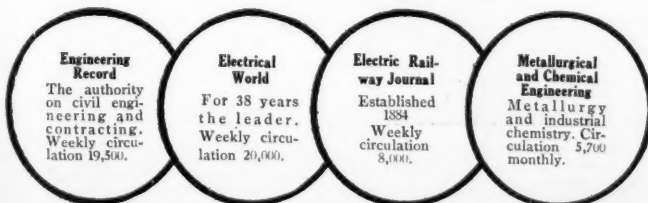
If you make machinery, apparatus, materials or supplies which can be used in the industries controlled by these important classes, here is the solution of your advertising problem.

### Sample Copies

rates and particulars concerning copy-service of demonstrated efficiency await a sign of interest from you.

## McGraw Publishing Co., Inc.

239 W. 39th Street, New York





ROCHESTER - NEW YORK

## 600 Copies Bought for Congress

Advertisers who purchased space in the March Number of Case and Comment hardly expected that their message would be carried to the very core of the political workingheart of the Nation, in addition to the 10,500 high grade law offices in all parts of the country, yet this is exactly what resulted.

Six hundred copies of this issue were purchased for distribution to members of Congress BECAUSE this issue contained the ablest articles by authorities on a subject that is now pending.

The April Land Titles Number has gone to press and it, too, is bound to make history.

But the May issue on Law and Psychology promises to be best of all - a number of authorities have already submitted articles of unusual excellence and value.

Be sure to get in this issue. Forms close April 10th. Circulation guaranteed 12,000 copies. Rates \$36.00 per page.

Don't wait for the Case and Comment representative to call but send your order at once either through your agency or direct.

### Standard Magazine for Lawyers



**Nineteen Years in the Field**

buying shoes by mail is satisfactory for anybody but the occasional consumer.

"There is another aspect of it, from the consumer's standpoint. That is the question whether he gains by making savings on some goods and so cutting into his local merchant's profits that the latter can't serve him well on the things he buys locally.

"But it looks as if the growth of the mail-order business can't be stopped. The next best thing is to find out how to meet it. I think our merchants are doing that. They will adapt their business, make a specialty of certain goods, maybe branch out and serve larger territories. I don't think there is any doubt that the country merchant loses by mail-order competition. But it's the fellow who meets competition that wins."

"John C. Eames, vice-president of H. B. Claffin & Co., says this of the mail-order house and the parcel post:

"The country merchant and the merchant in small communities are the backbone of our country. A store is started in some small place. It thrives and soon a second and a third one comes. Before long a prosperous community has grown up. In this way the country is developed. Not only do these merchants assist in the development of the country, but it is from such communities that many of our most prominent men in public life come; our legislators, statesmen and diplomats. The parcel post brings competition which these country merchants can not possibly meet. What its effect has been I cannot say as yet, but I know that it will be detrimental to the small communities. If the parcel post had to come, it should have been on a flat rate basis. The zone rate is unfair to New York, San Francisco, New Orleans and many other cities, and while it is claimed that it will help the small merchant to distribute his goods over a wider area, I do not think it will really have that effect. I have opposed the parcel post movement for more than ten

years—since it was first started. I do not know of a single merchants' association or Board of Trade which favored it and so I judge that it was not wanted by the people generally."

"John W. Lux, president of the National Association of Retail Grocers, telegraphs from St. Paul:

"We are opposed to parcel post extension because it is paternalistic. It is generally admitted that it costs twice as much to run our postal department as it would if it were run by a private individual or corporation. The local merchant is handicapped by local expense, such as taxes and contributions to churches and charity, from which the mail-order houses are exempt. The value of every farm in the country is determined largely by its distance from a market. An acre near a large city is worth a hundred acres away off in the country. A farm close to a village is worth two farms ten miles out. If the local merchants are driven out of business the farmer's convenient market is gone."

#### SALE OF SWEDISH NEWSPAPER

*Hemlandet*, a Swedish newspaper in Chicago, has been purchased by C. S. Peterson, of Chicago, from A. E. Johnson, New York.

Mr. Peterson, who has long been identified with the publishing and printing business, plans to establish several departures in the publication of the foreign language newspaper.

#### ATLANTA AGENCY INCORPORATES

The Pettingill-Flowers Advertising Company, of Atlanta, Ga., was recently incorporated with a capitalization of \$25,000. The incorporators are E. A. Pettingill, W. H. Flowers, T. B. Hilton, F. A. Hawkinson and E. L. Manker.

#### REGAL SHOE CO. PROMOTES OSBORNE

C. H. Osborne recently succeeded E. M. Weeks as advertising manager of the Regal Shoe Company, Boston. Mr. Osborne was formerly assistant to Mr. Weeks.

The advertising account of the Daniel Green Felt Shoe Company, New York, is now being handled by Calkins & Holden.

# Pictorial Review

Circulation

**900,000**

Advertisers are now receiving

**200,000 EXCESS**

circulation and the old rates are still in effect.

## Pictorial Review

has usually been at the top of the list, *without* excess circulation.

What should it do now?

*Forms for June  
Close April 8th*

*Lane Berner* Inc.,

Chicago NEW YORK Boston

## THE LINE OF LEAST RESISTANCE IN SELLING

THE IMPORTANCE OF FINDING IT,  
AND STICKING TO IT WHEN FOUND  
—NOT NECESSARILY THE THING  
WHICH LOOKS EASIEST FOR THE  
IMMEDIATE FUTURE — DEALING  
WITH THINGS AS THEY ARE, RE-  
GARDLESS OF WHAT THEY SEEM

*By John P. Wilder.*

When the piano-player and the organ operated by a perforated roll of paper were first put upon the market, they were regarded as educational devices. The natural point of attack seemed to be through schools and colleges, and to persons whose love for Beethoven and Mozart was highly developed, by advertising the instruments as means of instruction and for inculcating an appreciation of the better class of music. A great deal of work was done along these lines before it was discovered that a good deal faster progress could be made by advertising the goods as a means of entertainment and by making the educational appeal entirely secondary. The difference in the sales was immediate, and the entire player piano business, amounting to many millions of dollars annually, is built upon this foundation. If it had been necessary to wait for the business to be built by the roundabout route of the schools and the "high-brows," the industry would be much smaller than it is to-day.

A time came in the piano-player business when somebody had to decide against one line of policy and in favor of another, and such a time comes in almost every business, sooner or later. What looks like the easiest and most logical road to a market may be the rockiest road of all if it doesn't prove a blind alley. It is quite necessary to pick out the line of least resistance, but it should be the line of least *ultimate* resistance. What looks easiest to-day may be the hardest possible course ten years hence. The man who finally decides the

sales policy for a concern may well ponder it carefully in the light of all the advice he can get on the subject.

### THE PRIVATE BRAND TEMPTATION

A classic example is the case of the manufacturer who is up against the question of selling his goods easily under jobbers' private brands, or of enduring the harder test of making good with the public under his own trademark. Take the case of Heatherbloom taffeta as a sample. A. G. Hyde & Sons had got control of a process of finishing cotton goods to appear like silk. Every textile jobber in the country wanted the goods *under his own brand*. The company refused, and the textile jobbers—probably the most powerful of all wholesalers—politely informed it that the goods "couldn't be sold otherwise." It looked that way, too, since the jobbers and the dry-goods stores are so closely related that distribution against the jobbers' will is pretty near an impossibility.

It looked like a pretty tight place, and it was. But the line of least ultimate resistance didn't lie through the textile jobbers' private brands. The company had to go out and find an entirely new channel in the shape of the petticoat manufacturers, had to advertise Heatherbloom *petticoats*, and build up consumer demand for the Heatherbloom brand which the jobbers couldn't ignore. The jobbers came to time finally, but it took a lot of foresight to discern just where the line of least ultimate resistance lay, and more courage to follow it.

Other things being equal, the man who can see farthest ahead is the man who is going to win out, for it is simply a question of figuring out where the greatest possible number of profitable sales are, and of going after them by the shortest practicable road. When it is necessary to show a profit while the business is yet on the way to its best market, it is sometimes necessary to take a longer way around, but every-

## WALLACES' FARMER PAID THE BEST OF ALL PAPERS USED, BOTH AS TO LOW COST OF INQUIRIES AND TOTAL SALES

G. M. Ross & Co., of Grinnell, Iowa, manufacturers of iron studding sockets used for cement floors, and foundations of buildings, last fall started an advertising campaign in sixteen different papers. They selected these papers with care, as it was necessary to have the best class of farm papers in order to get satisfactory results. Their studding sockets appeal to the best class of farm folks, the men who own their own farms. We recently called their attention to the desirability of doing some advertising in the spring months of the year, when farm building operation would start, and in answer to our letter, they say:

### G. M. ROSS & CO. IRON STUDDING SOCKETS

The "100 Year" Post Support

For Cement Floors and Foundations

Iron Studding Sockets Hold the Posts on Cement Floor  
Convenient, Strong, Permanent

GRINNELL, IOWA, February 11, 1913.

Wallaces' Farmer,  
Des Moines, Iowa.

Gentlemen:-

Answering your letter of February 5th, would say we expect to place an ad in your paper very soon, through Taylor-Critchfield Advertising Co.

Think we will use a larger copy part of the time than we did last year.

It may interest you to know that your paper was first in rank among sixteen, both as to low cost of inquiries and total sales.

Yours very truly,

G. M. ROSS & CO.

GMR-L

By G. M. Ross.

As will be noted, they state that WALLACES' FARMER was first in rank among sixteen farm papers, both as to low cost of inquiries and total sales. This is not an unusual showing. It is the general showing that WALLACES' FARMER makes where an advertiser desires to get in touch with the best class of farm folks, and particularly farm owners. While a number of the papers used claim two and some, we believe, three times the circulation of WALLACES' FARMER, yet WALLACES' FARMER paid best both as to cost of inquiries and total sales. Iowa papers claiming twice the circulation of WALLACES' FARMER were used, yet they did not pay nearly so well.

The moral is plain: if you want to reach the farm owner, if you want to get the best results from your advertising, use WALLACES' FARMER. You get quality of circulation—you get standing with the reader—you get returns in dollars and cents such as no other farm paper in Iowa gives, and such as very few farm papers in the entire country give. Look WALLACES' FARMER over. Compare it with other farm papers, and you will not be at a loss to understand why it pays advertisers, and why it receives, during the course of the year many unsolicited testimonials just such as this. If you want to reach the farm owners of Iowa most advantageously, there is no means so satisfactory or so effective as space in WALLACES' FARMER. Be sure that it has a place on your list before your appropriation is finally acted upon.

For copy of WALLACES' FARMER, and full particulars concerning circulation, rates, etc., address

**WALLACES' FARMER, 1102 Walnut St., Des Moines, Iowa**

George W. Herbert, Inc.,  
Western Representatives,  
First Nat'l Bank Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row,  
New York City.

Member of Standard Farm Paper Association.



thing should be governed by the understanding of what the ultimate market is going to be.

#### WHEN A SPECIALTY LOOKS LIKE A STAPLE

Sometimes the greatest possible demand for goods may lie in the specialty field, yet conditions of manufacture or distribution may necessitate their introduction as staples. The market for the staple may be very limited, and the market for the same product as a *specialty* may be very great, but the expense of capturing the latter is relatively so much larger that the former must be cultivated first to produce a little income. If the fact is not clearly kept in mind, however, that the product is essentially a specialty and not a staple, the business is apt to strike snags later. A product which is only temporarily sold as a staple, or sold as such only in a small part of the total market, should not be governed by the conditions which control a product sold exclusively as a staple.

In PRINTERS' INK for March 20 mention was made of the campaign of the John Simmons Company of New York, distributors of the Baldwin Lamp, which was introduced as a staple article for miners while by far the greater market was a specialty market involving the use of the product out of doors. In that case the company either did not see the possibilities of the wider market, or did not keep them properly in view, for the margin of profit allowed to dealers on the lamps sold for mine use was only 25 per cent—too low to be particularly tempting to dealers who might be asked to handle the lamps as a specialty. It became necessary, therefore, in promoting the later sales, to get along without a great deal of co-operation which might have been had if the margin of profit had been larger.

In the above instance the line of least ultimate resistance was not the sale of the lamps to miners who used them constantly, but to those who used them only occasionally. An individual in

the latter class would not buy a lamp nearly so often as the miner, but there were many times as many individuals to buy. The line of least ultimate resistance was the sale of the product as a specialty and at a specialty profit.

The desire to do something spectacularly "different" leads many a concern off the line of least resistance. Many people think it easier to accomplish something in a new way than by time-honored methods. Sometimes it is, but the new way is more likely to contain unforeseen flaws because nobody has ever done it before. One good thing about the time-honored methods is that everybody knows what to look out for.

#### ONE THING COULDN'T BE TRADE-MARKED

When the Producers Sales Company started out with its chain of blue and white enamelled refrigerators on the dealers' floors, supplemented with a trade-marked paper pail for the customer to take the oysters home in, it appeared like a much better plan than the ancient and honorable practice of selling canned oysters. There was one difficulty though: it was impossible to put a trade-mark on the oysters, and a good many dealers were perfectly willing to buy paper pails and a refrigerator from the Sealshipt system and fill them with oysters bought somewhere else at a smaller price. The consumer never knew the difference. She simply thought that the Sealshipt oyster proposition was a fraud because the oysters were no better than the ordinary bulk product she had been in the habit of buying. The condition was so serious that the company was on the ragged edge of bankruptcy for a while, and finally had to be reorganized on a basis quite similar to the canned oyster proposition—the difference being that the oysters go to the dealer uncooked, in packages, which he keeps on ice in his refrigerator and hands out to the customer.

If somebody had suggested to



the Sealshipt people about five years ago that the line of least resistance *for their competitors* would be to suggest to dealers that a Sealshipt refrigerator was a fine receptacle for cheap, long-profit oysters, he would have saved them considerable money and the trouble of making over an entire selling system.

After the line of least ultimate resistance is once found, it is very easy to stray away from it. A manufacturer of a rather high-priced office device was making his sales chiefly to men who answered his magazine and newspaper advertising. The proposition was such that a salesman must be sent to close the deal, and almost always a good deal of active sales work with the individual prospect was necessary.

The advertising manager was not altogether satisfied with the number of inquiries, and thought that he could stir up more prospects by direct appeals by mail. So he spent a great deal of thought and energy on a booklet which set forth his product's use in the clearest, and urged its adoption in the strongest possible way. He picked 500 names from the mercantile directories, all in the home city, sent the books and waited results.

#### TOO HARD PROSPECTS

The city sales force had the busiest time in its history during the next month, but the proportion of actual sales was intensely disappointing. The trouble was that the appeal in the booklets was *too strong*. Men were led to make inquiry before they were anywhere near convinced that the product would be of benefit to them. The insistence that a demonstration could be had "without the least obligation." led many to investigate who had no notion of buying. The salesmen found their time taken up with prospects who were interested but very hard to close.

At the end of the year it was found that the booklet had produced \$15,000 in sales. The sales manager estimated, however, that if the salesmen could have spent

the same amount of time on magazine prospects, the sales would have been at least \$30,000. Magazine inquiries came slower, it is true, but that simply meant that the prospects did not inquire until they were more thoroughly convinced that the device was what they wanted. If the salesman's time which had been spent on booklet prospects could have been devoted to these other classes of inquiries, the results would have been much greater.

In brief, when choosing the line of least ultimate resistance things must be taken for what they *are*, not what they *seem*. Inquiries may look like "results," but are they? Sales to the private brand trade may look like results, but frequently they prove the wrong variety. A specialty may temporarily look like a staple, but it isn't for all that.

#### PENNSYLVANIA'S NEW ADVERTISING LAW

Governor Tener, of Pennsylvania, signed a fraudulent advertising bill on March 20. This is the bill patterned after the New York and Massachusetts statutes, and provides a penalty of not more than \$1,000, or imprisonment for not more than sixty days, or both, for *knowingly* disseminating any false statement concerning the method or cost of production, the price, etc., concerning merchandise, securities or service. The bill was commented upon editorially in *PRINTERS' INK* for January 16. It is not the *PRINTERS' INK* model statute.

#### "OLD GUARD" NIGHT AT THE SPHINX CLUB

Sixteen years ago, sixteen men gathered together and formed the Sphinx Club. On Tuesday, April 8, will occur the annual meeting of the Sphinx Club, at the Waldorf Astoria, and at this time, the members will take the opportunity to honor the six surviving members of the "Old Guard": Frederick James Gibson, Wolston Dixey, Artemus Ward, E. D. Gibbs, Manly M. Gillam and Will Philip Hooper.

#### SOLICITING BY WIRELESS

The Julius Mathews Special Agency, Boston, believes it is the first to solicit an ad by wireless. It caught an advertiser on board a steamer from Boston to New York.

Fred. L. Hall, advertising manager of the Oakland, Cal., *Tribune*, was elected to the office of president of the Oakland Advertising Association at its meeting Tuesday, March 11.

# *Mr. Advertiser*

---

## *Do you know*

About the wonderfully improved Poster Advertising service throughout the United States and Canada?

## *Do you know*

That this improved service has brought so many new advertisers to posting that in many cities and towns advertisers are now awaiting their turn for space?

## *Do you know*

Of the remarkable improvement in poster-making and of the possibilities for a strong, winsome, attractive presentation of your product through an artistic, pleasing, beautifully colored poster?

## *Do you know*

That Posters and Briggs Poster Service offer the strongest, most effective and cheapest localized publicity force that you can employ?

## *Do you know*

That with Posters and Briggs Poster Service you can bring your Product to the attention of the consumer who should buy it and the dealer who should push it, at the time their buying and selling is done?

## *Do you know*

About the value of Posters with their powerful, unoverlookable appeal in establishing an impression of your own confidence in your product, your enterprise and your aggressiveness in establishing the buying confidence you are striving for.

## *Do you know*

The kids—the upcoming generation—your buyers of tomorrow? Don't overlook them—they don't overlook posters. Do you?

## *Do you know*

That we prepare and execute Poster Advertising Campaigns for the United States and Canada or any part of that territory—and that we will be glad to have an invitation to call and discuss the possibilities of Poster Advertising for your Product?

# *The A. M. Briggs Co.*

Branch Sales  
Offices  
Chicago  
New York

Home Office  
Cleveland

Branch Sales  
Offices  
Buffalo  
Dallas

# Collier's

THE NATIONAL WEEKLY

# 5 cents

per copy- \$2.<sup>50</sup> per year  
On and after May third, 1913

By May 1st this change in the price of Collier's will be announced throughout the United States.

Orders placed now will be accepted at current advertising rates effective until January 31st, 1914.

—giving you the benefit of an increase in circulation without an increase in cost.

Information regarding new rates is being mailed to advertisers and advertising agencies.

*A. C. F. Hammesfahr.*

ADVERTISING MANAGER

## LOOSE-LEAF SYSTEM FOR ADVERTISING RECORDS

ANSWERS THE REQUIREMENTS OF  
SIMPLICITY AND EFFECTIVENESS—  
THE MERITS OF THE CARBON  
METHOD

*By Samuel R. Prosser.*

The needs of advertising departments in the matter of records vary considerably according to the class of business and its size. Consequently, no one system can be fairly said to be the best for every business.

Card systems have their many admirers, and certainly there is much to be said in favor of cards—the ease with which they may be handled and transferred, the fact that different people may be working on the files at the same time, and so on.

To my way of thinking, however, the loose-leaf system comes near to being perfect for the

which entries may be made at any time without the necessity of finding a place on which to rest the paper while writing.

The two illustrations shown here will give an idea of a simple loose-leaf system that will keep a great deal of data about space contracts and the records of different publications in compact and convenient form. By the use of clips or markers, a book may be indexed in three or four different ways—geographically, alphabetically, according to months or according to the days of the month. As the dead records may be taken out and put in another binder, a binder of small size will keep all the live records of a good-sized business.

The two record forms illustrated are examples of stock forms well adapted to the needs of many advertisers. Some prefer, of course, to have special forms printed.

It is an excellent idea, if the loose-leaf system is adopted, to

PUBLICATION															DATE															KEY NO.														
SPACE USED															PRICE \$															KIND OF AD.														
19	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31													
JAN.																																												
FEB.																																												
MAR.																																												
APR.																																												
MAY																																												
JUNE																																												
JULY																																												
AUG.																																												
SEPT.																																												
OCT.																																												
NOV.																																												
DEC.																																												
TOTAL NUMBER OF INQUIRIES															AVERAGE COST OF EACH																													
REMARKS																																												

FORM FOR YEAR'S RECORD OF RESULTS FROM ONE PUBLICATION

needs of an ordinary advertising department. The loose-leaf idea has practically all the advantages of the card system, while at the same time the records are kept securely in a convenient book in

use loose leaves for order-blanks and other forms that will fit in the size of binder used. Then, when orders, etc., have been attended to, they can be filed very conveniently. The use of differ-

PUBLICATION										ADDRESS										Jan.	
REPRESENTATIVE										FORMS CLOSE										Feb.	
GROSS RATE \$					SIZE OF PAGE					DATE OF CONTRACT					AGENCY					Mar.	
DISCOUNT					WIDTH OF COL.					CONTRACT EXPIRES					REMARKS						
NET RATE \$					CIRCULATION					CHANGE IN PRICE										Apr.	
10	REV.	KIND OF AD.	PAGE	COST	COPY NUMBER	AMT. REC'D	COST OF EACH	NO. OF SALES	TOTAL SALES	COST OF EACH	AVERAGE SALE	COST OF FOLLOW UP	SALES U. S. & F.	BILL PAID	May						
JAN																					
FEB															June						
MAR																					
APR															July						
MAY																					
JUNE															Aug.						
JULY																					
AUG															Sept.						
SEP																					
OCT															Oct.						
NOV															Nov.						
DEC															Dec.						
TOTALS																					

FORM FOR DATA ABOUT PUBLICATIONS AND RECAPITULATION OF RESULTS

ent colors for the various blanks will aid in getting records distinct.

Another thing to keep in mind in adopting a loose-leaf system is the facility with which forms can be designed to permit carbon copies being made. By making carbons of orders and other forms a great deal of time and labor can be saved and accuracy can be increased. Experience demonstrates that most errors are made in copying, or transferring entries, and the carbon method practically eliminates this source of error.

#### IN SPITE OF MOSES, BALTIMORE WANTS 10,000

Bert M. Moses, ex-president of the Association of American Advertisers, had a clever article in a recent number of *PRINTERS' INK*, entitled "Putting 'Con' in Conventions." A great deal of what he said was absolutely correct, but his criticism of the methods used to secure attendance did not seem justifiable.

In the first place, an advertising convention, to accomplish any practical good, must be largely attended. If Mr. Moses and I were to hold a convention we might speak with the wisdom of the Seven Sages and reach the most momentous decisions, but no one would benefit except Mr. Moses and

myself, and no one would be bound by our decisions—except Mr. Moses and myself.

Besides, no one can predict with any degree of success just who will be benefited by a convention. I have in mind two Baltimoreans who went to Dallas. One of them was the first man to hand in his reservation. The other was a chap who had to be almost kidnapped in order to get him on the special train in which the Advertising Club of Baltimore traveled. Man No. 1 says that he got comparatively little out of the Dallas convention. Man No. 2 has developed into a most enthusiastic advertiser, and traces his enthusiasm back to the inspiration of the Dallas trip.

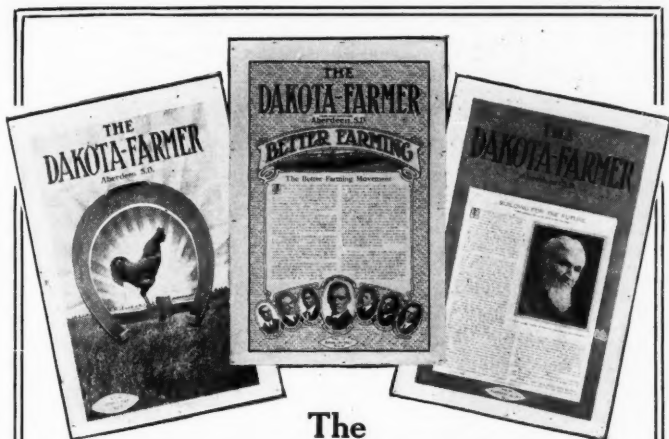
The whole point is—as Manly M. Gillam says every time he talks to us in Baltimore—"You don't know."

That is why Baltimore is working for a 10,000 attendance in June—because the bigger the attendance, the more likelihood there is of spreading the message that the Associated Advertising Clubs of America will send out to the world.

It's not a matter of vain glory. We know that a convention of 2,500 is easier to handle than a convention of 10,000. But Baltimore has a habit of passing up the easy jobs in favor of the hard ones when the hard ones seem likely to produce better net results.

"O tempora, O Moses!"—From the *Baltimore Ad Club's New Bulletin "Conventionalities."*

In Detroit, the Co-operative Stores Society has opened an experimental grocery store. Shares are sold at \$5.00, and, if the venture proves successful, it is planned to open other groceries in various sections of the city.



The  
Dakotas, Montana and Wyoming

are covered most thoroughly by

# THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest

**E**DITED, managed and printed in Dakota by Dakotans for the farmers of Dakota and adjacent states, The Dakota farmer has the strongest kind of hold upon its subscribers, for it has taken the initiative in every new movement for the betterment of agricultural conditions on farm and in farm household. Advertisers desirous of reaching the prosperous farmers in the Northwest can make its

## 60,000 Circulation

a tremendous force in the development of trade. Local dealers know The Dakota Farmer as they know no other farm paper. It reaches the *greatest* number of farmers who are in a position, financially, to buy whatever they set their hearts on. It will pay you.

Address nearest office for a sample copy of THE DAKOTA FARMER; it will convince you as to its advertising value for the farmers' trade in the Northwest

### The Dakota Farmer, Aberdeen, S. D.

Established 1881

#### The Phelps Publishing Company, Representatives

1209 Peoples Gas Bldg. Chicago, Ill. 601 Oneida Bldg. Minneapolis, Minn. 315 Fourth Ave. New York 908 Candler Bldg. Atlanta, Ga. Myrick Bldg. Springfield, Mass.

## The Washington Advertising Agency Inc.

invites correspondence from manufacturers seeking wider and better distribution of merchandise, increased sales and an advertising service that is thorough, efficient and productive of results.

We go anywhere to see an interested prospect and in talking advertising we omit the "bunk."

Write us today.

## The Washington Advertising Agency Inc.

Washington, D. C.  
Richmond, Virginia  
Baltimore, Maryland

### AN INTERESTING STATEMENT OF POLICY

Andrew D. Johnson, publisher of the *Svenska Folkets Tidning*, St. Paul, Minn., publishes the following in double column blackface type in its issue of March 12. It is probably one of the most unique pronouncements of policy on the part of a newspaper that has followed the signing of the PRINTERS' INK statute by the governor of Minnesota. "SVENSKA FOLKETS TIDNING" WILL NEVER PUBLISH ANOTHER WHISKEY OR INTOXICATING LIQUOR ADVERTISEMENT, NOT EVEN DUFFY'S WHISKEY OR CARNEGIE PORTER.

"No newspaper lightly casts aside a revenue as great as that involved in the advertisement of intoxicating liquors without serious consideration. We expect to lose in advertisement at least \$5,000.00 a year. The publisher has always been a temperance man, but not a prohibition fanatic. I do not believe that any one who uses beer and wines as some people use coffee or medicine will be condemned, but when the publisher bought the paper he promised God Almighty that as soon as he could arrange matters, no intoxicating liquor advertisement would be published any longer than certain circumstances over which he had no control would compel him to do it. I can not here publish any further explanation. I will only state, that circumstances have changed, and I will not publish another whiskey advertisement. Financial embarrassment would be the only thing in the future which could compel me to do it, but I know that my friends and subscribers will stand by me, so I shall not be financially embarrassed any more, and therefore I make this declaration."

### NO ADVANTAGE OF "FILLED-IN" LETTERS

SCRANTON, PA., March 10, 1913.  
Editor of PRINTERS' INK:

I was much interested in the letter from H. L. Landau, of Buffalo, where he says:

"It (your letter) won't be read by nearly as many people as if it had been nicely run off and name and address filled in at the top.

"Imitation typewritten letters, with names and addresses inserted, are, nowadays, produced by the hundred in such perfection that it is difficult even for the expert to distinguish them as process letters."

Once more I offer to the advertising world the result of an experiment I conducted with three lists each consisting of several thousand names. The lists were split in half and the same letter was used for both halves, the name and address of the recipient being filled in in one case and omitted in the other case.

When the results were totaled up, we found that the inserting of the name and address did not improve the pulling effect of the letter. In fact, the slight difference was in favor of the letters that did not have the name



and address filled in, but I put this down merely as incidental.

It sounds fine to say that the filling in of the name and address very neatly is a great help. The only trouble is that experiments do not prove the argument. We shall doubtless be a long time getting rid of the delusion that we are fooling folks, but it is my honest opinion that in ten years most of the people using sales letters will find out that the filling in business is all poppycock, that is, when we are addressing intelligent people on a legitimate matter. I imagine the filling in does help the hoodwinker when he is addressing low-grade lists.

As to imitation work being so well done as to fool the expert: I would like to bet that there are not less than ten thousand men who can spot the process letter as a process letter before it is even unfolded. I know I could do it when I was a 20-year-old youth in a country town, and I have never yet been asked to go with a circus because of my phenomenal smartness.

S. ROLAND HALL.

#### CONSOLIDATION OF NEWSPAPER ORGANIZATIONS

It is announced that three organizations in the daily newspaper field have been consolidated. These organizations are the Daily Newspaper Association, the National Dailies and the United Newspapers. The difference between the Daily Newspaper Association and the National Dailies has been merely one of method rather than of aim.

The conference at which the organization was brought about took place in New York on Monday, March 17. Those present were Louis Wiley, president of the Daily Newspaper Association; Hopewell L. Rogers, president of the National Dailies; Jason Rogers, president of the United Newspapers; and J. W. Adams, general manager of the Daily Newspaper Association.

The election of officers will be held at a meeting to take place soon, and a dinner will be held April 23d.

#### CHAMBERLAIN AND KNILL FORM AGENCY

A. E. Chamberlain, western manager for O'Mara & Ormsbee, publishers' representatives, and Charles F. Knill, Western representative of the New York Sun, plan to open a special agency in Chicago on April 1.

H. J. Grant will succeed Mr. Chamberlain as representative for O'Mara & Ormsbee. He was formerly with N. W. Ayer & Son, the Rubberet Company, and the American Viscose Company.

#### ROBERTS OF KENTUCKY "LEADER" DEAD

Samuel Judson Roberts, editor and publisher of the Lexington, Ky., *Leader*, died in Lexington on March 23, aged fifty-five. Mr. Roberts was a member of the staff of the Cleveland *Leader* and *Herald* from 1878 to 1882.



### Triple Family Influence

Family influence! The very word suggests pulling power.

What adjective then shall we use in describing the hold of



"America's Greatest Family Weekly"

on its family of 263,051, reader-families (average for 1912)!

Note how surpassingly strong this grip is: GRIT has few transient readers. GRIT readers are "homesick" enough for it to pay a nickel for it 52 times a year—year after year. 52 separate and distinct demands a year for the same paper from the same people!

GRIT is served to them by GRIT'S family of 14,000 boy carriers. The word "family" here, too, is a fact, not a metaphor.

A few peeps at the file of GRIT'S circulation department prove it.

This "GRIT Carrier Franchise" in many families is handed down from generation to generation, or from older brother to younger brother—just like clothes, but with a much warmer welcome.

This "GRIT Carrier Franchise" is so treasured by its owners and would-be owners that it is sold for cash, when circumstances compel a change.

The sum total of these two family influences turn GRIT readers into a valuable, responsive consumer family for GRIT advertisers.

This well pursed family of customers is all the more desirable because they live a carefree life in the rich small town field that can hardly be reached through other mediums.

Shall we hold a family council on the subject? It is really too important to justify "shelving."

THE GRIT PUBLISHING CO.  
Williamsport, Pa.

THE JOHN BUDD COMPANY  
Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

At your service, any time, anywhere.

## TRIALS OF THE MAN WHOSE GOODS ARE "DIFFERENT"

PUBLISHER TELLS OF THE PECULIAR DIFFICULTIES HE IS UP AGAINST—HE CANNOT AIM AT THE BROAD FOUNDATION OF THE ORDINARY MANUFACTURER—ADDRESS BEFORE AMERICAN PUBLISHERS' ASSOCIATION

By William W. Ellsworth,  
President of Century Company, New York

"Drone on Copyright," which used to be the publishers' textbook years ago, opened with the statement that the subject of copyright was involved in "doubt, difficulties, and confusion," and a paper on advertising books can hardly start off with a better characterization of that topic. For thirty-four years the present writer has been in the publishing business, and during that time he has given much attention to advertising; he has tried many experiments, he has been, as Virgil says of his hero in the *Æneid*, "Tossed much by land and sea, by the power of the gods, and the lasting wrath of the cruel Juno," but he has never found the sure way to advertise a book. When he finds it there will be no need of the invaluable list in the back of *The Bookman*—the names of "The Six Best Sellers" will appear on the front page of a monthly catalogue to be issued by The Century Company, and to contain exclusive mention of its own publications.

I believe that the publishing business is the most delightful in the world, and one of its charms is the element of gambling which enters so largely into the day's work. If we were manufacturers of cotton, cloth or steel rails, then the laws of supply and demand, the state of the market, the doings of our competitors, and all sorts of stupid economic conditions would confront us, but each product of our looms is a problem in itself, to be treated as an independent ego, for nothing exactly like it was ever seen before. The manufacturer of cotton cloth

knows that hundreds of other factories are turning out cotton cloth which no purchaser can tell apart from his, but the maker of "Joseph Vance" or "The Rosary" glories in the knowledge that no one else—thanks to copyright laws—can give the world just those particular books. And so he can push his "Joseph Vance" or his "Rosary" and get joy in the process—or grief, as the case may be. But whether joy or grief, he has the satisfaction that comes from taking risks and giving hostages to fortune.

### PECULIAR NATURE OF BOOKS AS A PRODUCT

But the producer of such commodities as soap or candles or breakfast food has a decided advantage in the matter of advertising, for man is so made that he can go on indefinitely needing soap and candles and breakfast food, and if he likes your soap he will get another cake next month, and later his wife will order a box from the grocer, and his children will grow up and go out into the world and wash off its grime only with that particular soap. But alas! for the maker of "Joseph Vance" and "The Rosary." Of each, one cake will suffice. The reader of "Joseph Vance" does not go forth and buy another copy as soon as he has read up the first, in fact that is the last thing he does, the thing he never does. He is through with "Joseph Vance" forever, and he turns to another book, an entirely fresh one, born in the brain of another writer and turned out probably from the factory of another publisher. For he is not even impressed by the publisher's imprint. He does not say as he lays down "Joseph Vance," "Give me Henry Holt's books or none." And, more's the pity, he may like his "Joseph Vance" enough to lend it to a neighbor, and that neighbor to another, and so on, *ad infinitum*, each kindly lender killing a possible sale. A law making it obligatory to destroy every book after reading would help us more than international copyright!

The growth and standing of a newspaper can be largely measured by the increase in its local advertising.

During the ten months, ending January 31, 1913, the total increase in local display and classified advertising in San Antonio, Texas, was

**893,754 Agate Lines.**

Of this total of increase

## THE SAN ANTONIO LIGHT

**Gained 820,842 Lines**

Its morning competitor, The San Antonio Express, gained 72,916 lines. The Light gained 91 per cent of the total increase of advertising in San Antonio. The Express gained 9 per cent.

During the ten months ending January 31, 1913, the comparison of advertising carried by The Light was as follows:

	1911-12	1912-13	
	Agate Lines	Agate Lines	Gain
Local Display.....	2,680,776	3,246,152	565,376
Foreign Display.....	687,666	722,232	34,566
Classified .....	903,706	1,159,172	255,466
	4,272,148	5,127,556	855,408

During the same period The Express **LOST** in foreign advertising.

The Light publishes regularly all the details of its net paid circulation, confirmed by the Association of American Advertisers and by N. W. Ayer & Son.

No other San Antonio daily newspaper does so.

The Light enters more than ten thousand five hundred San Antonio homes by carrier, every day in the year. Its total city circulation on week days exceeds 11,500, and on Sundays exceeds 12,000. No other newspaper can show 60 per cent of this circulation.

The Light had a net paid daily overall circulation in February, 1910, of 19,842, and a net paid overall Sunday circulation of 20,291 copies.

The Light not only has nearly double the local circulation of any other daily newspaper in San Antonio, but has a larger net paid circulation in Southwest Texas than any other daily newspaper.

No better test of the **quality** of a newspaper's circulation can be made than its ability to secure and hold automobile advertising.

During the two months ending January 31, 1913, The San Antonio Light carried

**66,836 Lines of Display Automobile Advertising**

During the same period The San Antonio Express carried 33,644 Lines of Display Automobile Advertising

No special editions of any kind are included in these figures.

The San Antonio Light has attained its unrivalled position in its territory through news enterprise, integrity and ability.

Full leased wire service of the Associated Press.

*Paul Block* Inc.

Foreign Representatives

Mallers Building, Chicago 250 Fifth Ave., New York Tremont Building, Boston

## Increasing sales

One of the easiest things to do in business is to increase sales; and one of the best means to it is advertising.

But merely increasing sales isn't the most important thing in a business. Many a salesman, and many an advertisement, can sell merchandise. The deeper thing, the *real* thing is to sell the buyer.

That's what makes the real difference between salesmen, and advertisements; and, incidentally, between advertising agencies.

We've discovered the secret of advertising that creates rather than simply increases. It's an open secret, but almost nobody else thinks anything of it, except those we're doing it for.

We might come and see you about your business if you mentioned it. We like to tell advertisers about it.

**Williams & Cunnyingham**

1714 Mallers Building

Chicago

Our advertising cannot aim at a broad foundation like that of the soap-maker or the breakfast-food man. We must catch the eye of the casual passer-by. We must try to get it over the footlights instantly. Better than cash advertising is that intangible something that makes a book the subject of dinner-table talk and essays in women's clubs, that gets it "in the air." Maybe we can be generous enough to give the author some of the credit when this occurs.

#### ABOUT FREE NEWSPAPER MENTION

And happy is our lot that we can create a commodity that the newspapers will talk about. "Alas!" says a friend of mine who makes collars, "why may I not send two hundred boxes of my latest collars to two hundred editors and get each of them to give me from five inches to a column of free descriptive advertising? Why will they not print the personal item that the inventor of my best shapes in stand-up collars will spend the summer in a canoe, or spread before a waiting world my ten-thousand-dollar cutter's opinions on American affairs culled from the *Paris Herald* during a six months' sojourn in Europe?" And my collar friend says truly that the number of men who read new books is infinitesimal in comparison with those who put on a clean collar every morning and like to try a new shape now and then. There is one lesson I would draw from this—let us not ride a willing horse to death nor send out news that is uninteresting and valueless.

Getting a book talked about is a process which can hardly be formulated—and, besides, all of you know how to do it. The matter of cash advertising is perhaps a little more tangible, or at least we think so when we launch a book. Most of us, I suppose, feel that ten cents a copy, or perhaps ten per cent of the retail price, is a fair basis on which to push the average novel. I find on figuring up six months after the issue of ten novels selling at retail at from \$1.00 to \$1.40 net, that

we spent on all kinds of advertising an average of 15 cents a copy, the three best sellers in the lot costing each within a small fraction of seven cents. Of course, the greater the sale the less the cost. The most successful book we ever issued cost eight-tenths of a cent a copy to advertise.

#### NEED OF "RESTRAINED" COPY

Few of us are interested in one another's theories. Most of us are interested in one another's experiences. I have found that, in effective advertisement writing, there is need for more of what on the stage is known as "restrained emotion"—saying little, but implying much. The importance of a superlative is, of course, in indirect ratio to the number of times it is used. If Mr. Brett calmly announces that he is publishing this autumn *the* great American novel, we should be inclined to believe him (however much we might hope it wasn't so), but that form of announcement is not a habit with him. From some other houses it would cause neither surprise nor interest nor belief. Advertising, then, is more subtle than a mere making of phrases. Something depends on who issues the advertisement as well as how it is worded.

There are two audiences for a given book—the discriminating people who know what they want and among whom exists a free-masonry that takes care of our advertising for us by word of mouth; such people (and would they were legion, instead of merely thousands!) need only to be reached with dignified, though competent, characterization in the journals they habitually read and trust; the other audience is the limitless body of citizens, capricious in taste, elusive, who flock like sheep after the best seller, partly because it is a best seller—people who, as Woodrow Wilson nicely puts it, read the yellow journals and periodicals, and experience a mental reaction which they think is thinking.

In trying to reach the best-seller audience, our advertisements must

contain more than a mere characterization of theme and plot. We must emphasize the points that appeal to this big general audience—the book's wide sale, its attractive love-story, its beautiful illustrations. If we do not tell this audience that it is a wonderful book probably no one else will—and there are people so constituted that they will *only* read best-sellers, will only be in the swim when the current is strong.

#### WHERE IMPROVED ADVERTISING IS POSSIBLE

Book advertising, on the whole, is, I think, better done and more sanely done than it was ten years ago. But it could be still better done. I cannot say just how, but I feel that none of us have attained, in our newspaper advertisements, to the ideal form or content. That we all feel the same way is, perhaps, proven by the fact that we never copy each other's style, nor do we often duplicate our own. The man who gets up an advertisement may think it a thing of great beauty when he sees it spread out in his morning *Sun*, but the chances are that if he has another one to get up that day he will make it very different. I feel that the publisher usually can write and set a better ad of his own book than a professional writer who is used to preparing all kinds of advertisements. We can more readily copy some of the professional's methods than he can acquire an insight into the book to be exploited or the spirit of the house that puts it out.

I was interested in the suggestion of a recent speaker that publishers were advertising too many books, sometimes fifteen or more, on one magazine page, and as a magazine publisher I saw a great future for us if his idea of taking a page for each book should be generally adopted. Probably few of us have fifteen books which we could push in this way at one time, but we may have one or two that would be worth trying. Our friend Reynolds, of Chicago, has done, I think, a very large proportion of his advertis-

ing in just this way—by page advertisements in magazines, and so successfully that Shakespeare and Dickens hide their diminished heads when Harold Bell Wright appears. The reason of this great success would make an interesting psychological study.

#### THE MOST PROMISING MARKET

As to mediums of publicity, I believe strongly in magazine advertising for the discriminating reader—the one who is most easily induced to buy a book; in bolder forms of advertising in newspapers having a literary clientele, and bolder yet for the big audience when one has a book that may sell to the wider circle. It is always a question how far one may go in a newspaper campaign. Take New York, for instance; you use the *Times*, *Sun* and *Evening Post* with most of your announcements, for with their readers one encounters the line of least resistance. When should one add the *Evening Sun*, *Globe*, *Mail*, and perhaps the morning *World*? Does a paper like the *World* pay the book advertiser? My own feeling is that while the *World* has a book page, well edited and well written, and the *American* another, yet it is a question if enough book-buying people see those pages to make them profitable. How many cities to include in a campaign is another question that has to be settled with each book. Personally, I am apt seldom to spend much in newspapers outside of the great centers, New York, Boston, Philadelphia, Chicago, and either San Francisco or Los Angeles. Of course Cleveland, Cincinnati, Indianapolis, and other cities of the same class contain a large book-buying population, but I feel that the magazines must cover these cities and the rest of the country as well, unless one is making a great campaign.

It is an interesting study and one that I, at any rate, never tire of, and my years of experience have made me ready to sit at the feet of anyone who really can teach the science of advertising books.

# MAKE YOUR APPEAL

## To the Housewife When she is Buying

PUT THE STORY of your product on a billboard that meets the woman's eye as she enters the grocery store—stamp that idea on her memory. Nine times out of ten she will buy your goods rather than those of any other manufacturer.

THE AMERICAN POSTING SERVICE has great steel billboards opposite 300 grocery stores in Chicago. It gives you the "last word"—concentrates the buyer's mind on your product.

REACH THE WOMAN WHEN SHE IS IN THE BUYING MOOD, YOUR GOODS WILL BE EXPLOITED EVERY MINUTE OF THE DAY, RAIN OR SHINE.

Let us tell you more about this amazing advertising project.

### American Posting Service

B. W. ROBBINS, President

CHICAGO

# In Sight

## Morning-N

Poster advertising is  
*minute* to someb  
 incessantly. If you  
 don't let *anyone* ss

*Write us for free Poster est*  
*have nothing to sell but act ply*

## POSTER ADVERTISING ASSOCIATION,

### OFFICIAL REVEN

Associated Billposters' Protective Co.....147 Fourth Ave., New York City  
 N. W. Ayer & Son.....300-308 Chestnut St., Philadelphia, Pa.  
 George Batten Co....4th Ave. Bldg., 4th Ave. and 27th St., New York City.  
 A. M. Briggs Co.....816 Hippodrome Bldg., Cleveland, O.  
 Geo. L. Dyer Co.....42 Broadway, New York City.  
 Mahin Advertising Co.....Michigan Ave. and Monroe St., Chicago, Ill.  
 Massengale Advertising Agency.....Atlanta, Ga.

Iva  
 Pos  
 Pac  
 The  
 Geo  
 Hen



ht

# g-Noon—and Night

ing your story *every*  
 meby and repeats it  
 f you've a good story  
 oness it or forget it.

er esites on any territory. We  
 act ly in an advisory capacity.

OCIAN, 1620 Steger Bldg., CHICAGO

## AL REPRESENTATIVES

ark City	Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
hia, Pa.	Poster Selling Company.....	1510 Fullerton Bldg., St. Louis, Mo.
ark City.	Pacific Poster Advertising Service.....	742 Market St., San Francisco, Cal.
and, O.	The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
ark City.	Geo. Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
ago, Ill.	Henry P. Wall .....	101 Tremont St., Boston, Mass.
nta, Ga.		

## THE DISPLAY THAT FO- CUSES THE CHIEF SELL- ING POINT

A SET-UP BECOMES OF SPECULATIVE  
EFFECT ONLY WHEN THE COPY-  
WRITER CONFUSES HIS MIND  
WITH SIDE-ISSUES—REVISIONS OF  
CURRENT EXAMPLES

By Gilbert P. Farrar.

Since I began to write this series of articles on typographical display for PRINTERS' INK, I have received many requests from correspondents to criticize "the enclosed piece of copy."

Naturally the specimens sent along have been of all shades of merit. But what most impressed me has been that copy-writers seem to feel that there is a highly speculative element in set-up. Mind you, I'm referring to *set-up*, and not to what is written. One or two men have frankly confessed that they regard it as a matter of chance whether a display "catches on" or not.

I have no sympathy with that view-point. It seems to me that effective set-up is a simple matter: merely one of keeping off the shoals of unproved theory and

dubious refinement, and of following the plainly marked path of common sense and selling requirements straight to the mark.

Go out on the road and sell goods to dealers. The arguments that make the dealer think the salesman's way are the plain, sensible arguments that will suggest themselves to any intelligent man of a month's experience. Supposing such a salesman should translate some of the so-called finesse of copy-writing or display—that really tries to deliver its message by indirection—into his own method. How far would he get?

So if one really wants to know how good his display is—*let him try it on himself*, but only after he has cleared his mind of cloudy "ologies" and far-fetched considerations. Your housewife or business-man reader is going to expect to get out of your display just those bare, strong parts of your message that you would tell her or him, if given two minutes of time. It is in departing from the method one would employ in such a personal delivery of selling talk that one goes astray.

Here's a test: Can you get a

**40¢** **35¢**

**"Great! and it costs no more per cup than ordinary coffee—so it makes more cups to the pound!"**

**If you are not already a user of our coffee, permit us to send you a trial package. Then you can see for yourself that it is not only better and purer, but that it costs less per cup than ordinary coffee, as it makes more cups to the pound.**

**A Trial Can Free**  
SEND us your grocer's name and we will send you a trial can of Barrington Hall, enough to make six cups of delicious coffee, and besides, "The Evolution of Barrington Hall." This explains the three stages of progress through which this famous coffee has passed.  
At first Barrington Hall was sold whole or ground as ordinary coffee is today, then steel-cut with the better chaff removed, and finally Baker-ized. In it we have retained the good points of our older

methods and adopted new features explained in booklet that make it economy without economizing. A luxury not at the expense of health, but one that is an aid to correct living.

**Baker's Steel-Cut Coffee**  
Steel-Cut Coffee lacks a little in quality and in economy of granulation when compared with Baker-ized Barrington Hall, but the chaff with its objectionable taste is removed from it also. It is far superior to the so-called cut coffees that are offered in imitation of Baker-ized Coffee.

Our Coffee is for sale by grocers in all cities and near towns. Write for grocer near you who can supply it.

**BAKER IMPORTING COMPANY**  
118 Hudson St., New York, N. Y.  
202 The Second St., Minneapolis, Minn.

**Barrington Hall**  
**The Baker-ized Coffee**

**40¢** **35¢**

**"Great! and it costs no more per cup than ordinary coffee—so it makes more cups to the pound!"**

**MAKES MORE CUPS TO THE POUND**  
**If you are not already a user of our coffee, permit us to send you a trial package. Then you can see for yourself that it is not only better and purer, but that it costs less per cup than ordinary coffee, as it makes more cups to the pound.**

**A Trial Can Free**  
SEND us your grocer's name and we will send you a trial can of Barrington Hall, enough to make six cups of delicious coffee, and besides, "The Evolution of Barrington Hall." This explains the three stages of progress through which this famous coffee has passed.  
At first Barrington Hall was sold whole or ground as ordinary coffee is today, then steel-cut with the better chaff removed, and finally Baker-ized. In it we have retained the good points of our older

methods and adopted new features explained in booklet that make it economy without economizing. A luxury not at the expense of health, but one that is an aid to correct living.

**Baker's Steel-Cut Coffee**  
Steel-Cut Coffee lacks a little in quality and in economy of granulation when compared with Baker-ized Barrington Hall, but the chaff with its objectionable taste is removed from it also. It is far superior to the so-called cut coffees that are offered in imitation of Baker-ized Coffee.

Our Coffee is for sale by grocers in all cities and near towns. Write for grocer near you who can supply it.

**BAKER IMPORTING COMPANY**  
118 Hudson St., New York, N. Y.  
202 The Second St., Minneapolis, Minn.

**Barrington Hall**  
**The Baker-ized Coffee**

FIGS. 1 AND 2—ADVERTISEMENT REVISED TO STRENGTHEN ONE TALKING POINT



FIGS. 3 AND 4—A REVISION MADE TO BRING THE TRADE-MARK OUT "INTO THE OPEN"

clear, strong impression of the important point or points by looking at the display for ten seconds? Will a ten-second glance deliver an understanding of the prime consideration in your copy to a reader who is giving you that length of time? This sounds simple: it is simple. But why is

it so hard to do the simple, obvious thing?

If the main function of an ad is to make the prospect write for a booklet, and the "star" compositor on one of the six best-selling magazines should display the headings or facts of the ad which were not connected prominently with this idea, the ad would not be fully effective.

Some of my readers will say, "Yes, but the reader would send for the booklet anyhow when he finished reading the ad."

Certainly, but why not make the display carry the thought at first glance?

Why travel in a horse car when some friend is anxious to carry you in his automobile?

THE Barrington Hall Coffee ad (Fig. 1) shows the goods, the use, and the name very effectively, but a very great soft spot for the price to fall on—so to speak—is the fact that it "Makes More Coffee to the Pound."

If readers are told instantly that this brand makes more coffee to the pound, they are more likely to read the ad and see why.



## Complete Visible Writing

This is the great distinctive feature of the Model 10

# Smith Premier Typewriter

Complete Visible Writing means not only that the writing itself is visible, but that the operating machinery which produces the writing is also visible. Above all, it means that the keyboard is completely visible.

Why? Because it is the only typewriter having a key for every character—hence the character printed by each key is always the same.

This distinctive feature has won for the Smith Premier Typewriter a vast army of loyal users.

Smith Premier Department

Remington Typewriter Company

**Incorporated**  
**New York and Everywhere**



### Complete Visible Writing

This is the great distinctive feature of the Model 10

## Smith Premier Typewriter

Complete Visible Writing means not only that the writing itself is visible but that the operating machinery which produces the writing is also visible. Above all it means that the keyboard is completely visible.

Why? Because it is the only typewriter having a key for every character—hence the character printed by each key is always the same.

This distinctive feature has won for the Smith Premier Typewriter a vast army of loyal users.

## Smith Premier Department

Remington Typewriter Company

(Incorporated)

FIGS. 5 AND 6—A STUDY IN BAND EFFECTS. ONE AD IS GOOD AND THE OTHER  
INDIFFERENT

This is putting sales talk—creating interest—before quoting the price.

And Mrs. Average Reader will see this line under the cans—as shown in Fig. 2—before she sees the price, because this featured line is in the optical center of the ad.

We make space for this line by eliminating the confusing border at the bottom of the ad, and then hold the ad together by making arrows out of the side borders.

The arrow may be old, but it helps to "lead" the reader to the name, and hold the ad together.

Fig. 1 is hardly the fault of the compositor.

However, there is no other feature of the copy requiring more emphasis in this ad, if the copy is read closely. And there should be a strong heading in the position where I have placed the line in Fig. 2, for the average eye "lands" there at once. Seeing only the word "Great!" the eye either begins to unravel the puzzle, or to pass up the ad entirely.

Fig. 3 could not be improved by the compositor for he received the cut and the copy, and had no other course but to "follow copy."

A reader has to look closely and 67 per cent sideways to see what car this ad is trying to sell.

The large cut of the name of the car is out of the "reach" of the average eye, and the average reader must read through one whole paragraph or go at it on the side to find out what car the ad is trying to sell.

Why not move the trade-mark nearer the central display line, which will give an impressive and distinct story at a glance.

And why not make the trade-mark solid? first: to conform to the style of the small ones in the border, and, second: to afford a clearer and stronger effect.

The trade-mark could be left at the top as in Fig. 3, and also shown as in Fig. 4 by reducing the type size of some of the reading matter.

It is a fact that six reporters will write six very different stories of one incident on sub-

stantially the same facts. It is also a fact that no two compositors seldom set the same ad alike. Figs. 5 and 6 prove this.

In Fig. 5 the band on each side of the cut of the machine is allowed to run to the edges of the ad, and thus makes the ad "square" enough for good taste, but not too regular in angles to be monotonous.

The elimination of a part of this band, as in Fig. 6, leaves too much white space at the top and not enough of the border to hold the ad together.

Fig. 6 also has a disconnected appearance, caused by placing the firm name line below the border rather than making it a part of the border, as shown in Fig. 5.

This placing of the name line below the border in Fig. 6 necessitates crowding the reading matter to the extent that it is not nearly as easily read or as inviting to the eye as the reading matter in Fig. 5.

Moral: First, *build* your ad to carry the thought, next have the compositor display the ad according to your selling thought, and then electrotypes your ad so that no ordinary typesetter can spoil your good work.

#### DEATH OF A. K. BOURSALT

Albert K. Boursault, chairman of the Sub-committee on Legal Matters of the Vigilance Committee of the Advertising Men's League of New York, died March 22, in the New York Hospital as the result of having been accidentally crushed in a passenger elevator in the Germania Life Building, New York, on that date.

Mr. Boursault was an enthusiastic member of the Vigilance Committee and was one of its most active workers. He was formerly advertising manager for the West Disinfecting Company, New York, later becoming a member of the department of publicity for the accounting firm of H. E. Davidson & Co., with which is associated the Cowen Company, an advertising agency. Since January 1, 1913, Mr. Boursault had been engaged in special advertising work for the Seamless Rubber Company, of New York. He was fifty years old.

James A. Troy, assistant secretary and treasurer of the St. Louis Ad Men's League, has been appointed secretary of the St. Louis Manufacturers & Exporters Association. His promotion followed two years of service as assistant secretary of that body.

DEPARTMENT STORES AGAINST  
FAKE ADVERTISING

The executive committee of the National Retail Dry Goods Association, whose membership includes more than 250 stores, has adopted the following resolutions in support of the movement against fraudulent advertising:

Whereas, misrepresentation in advertising threatens serious injury to the retail trade, causing as it does many merchants to constantly increase their advertising space and to make more and more extravagant assertions;

And whereas such advertising is hurtful to the retailer not only directly, but also indirectly through undermining public confidence in all advertising;

And whereas, if the line between true and false statements in advertising is more clearly drawn, the retailer himself will be able to place greater confidence in the advertising of manufacturers and other wholesalers;

And further, whereas the retailer cannot exert the influence on his local paper to decline objectionable advertising until he has set his own house in order in this respect;

And whereas, the beneficial results from newspaper advertising would be greatly increased, were a general reform instituted;

Now be it resolved that the National Retail Dry Goods Association will continually exert its influence in behalf of greater accuracy and sincerity in retail store advertising, and will heartily co-operate in any praise-

worthy effort looking to the enforcement of state laws, where they now exist, against fraudulent advertising, either wholesale or retail, and for the enactment of such laws in states that have not yet placed them on their statute books.

FOUNDER OF "SWEET'S INDEX"  
DEAD

Harry W. Desmond, editor and founder of the *Architectural Record*, published at 113 West Fortieth street, died recently at his home, 204 West End Place, Cranford, N. J. He was also founder of *Sweet's Index*, a catalogue of building construction. Mr. Desmond was born in Kingstown, Ireland, fifty years ago. He belonged to the Century and the National Arts clubs.

## ADMIRATION EXCITED

LAMONT, CORLISS & Co.

NEW YORK, March 17, 1913.

Editor of PRINTERS' INK:

It gives me great pleasure to renew the subscription to PRINTERS' INK. You will kindly note the change of address.

Permit me to say that you are certainly fulfilling your mission in a most admirable and interesting fashion, and one which more than excites admiration of everyone interested in advertising.

WILLIAM P. TUTTLE, JR.  
Adv. Mgr.

# What We Do

Locate our customer's poster so as to cover the exact neighborhoods of the City where they may naturally expect their patrons—They pay for no waste circulation.

**ST. LOUIS POSTER ADV. CO.**

631 South Sixth Street

ST. LOUIS  
4th City

## THE UNUSUAL DISPLAY THAT BROUGHT MAIL- ORDER RETURNS

HOW SOME ODDLY FASHIONED ADS  
BROUGHT GOOD RETURNS—STATE-  
MENT OF RESULTS FROM THREE  
ADVERTISEMENTS OF WIRELESS  
OUTFITS

By H. Gernsback,

Pres. Electro Importing Company,  
New York.

I started in the mail-order business in 1904, green as a peacock. My first advertisements, all small copy, seldom measuring over ten lines, were masterpieces for squeezing an impossible amount of type into an impossible small space. I ran such advertisements in national mail-order papers, even used the widely circulated magazine weeklies. The display rate per line seemed to me to be truly enormous and so I felt like every other mail-order advertisement amateur, that the more words I could cram into a line the better the ad would pull. I achieved wonders by compressing ten words into a line, that could normally hold but seven, according to the publishers.

Once a large publication returned my copy, with the advertisement set up, showing that it was a physical impossibility to set up my copy in twenty lines as ordered. The smallest space they could get it in was twenty-six lines. I promptly sent the ad to my printer and ordered him to set it up in 5-point type (the publication had no font as small as this). I squeezed the copy into twenty lines without much trouble, electrotyped the advertisement and sent it to the publication. I thought I had "put one over on" the publication this time, and felt elated.

Now this sort of thing is, of course, very common, and anyone taking the trouble to look over a few mail-order papers will find that they reek with small, crowded-type ads. The rate usually being high, the small mail-order advertiser who has something to say, and of course must say it,

and perhaps uses a cut or two, is usually between the devil and the deep sea. It is all well and good for some advertising expert to come along and point out that what is needed is white space—"breathing space." He—the expert—of course does not pay for that "breathing space," especially when the line costs from \$3.00 to \$7.00. This is probably the chief reason why nearly 95 per cent of all mail-order copy is so fearfully crowded.

The surprising part, however, is that it seems to pay, else so many concerns could not afford to keep it up year in and year out.

### LARGER COPY DID NOT BRING GREATER RETURNS

After a few years of advertising I noticed that although I used larger space my advertisements would not pull more inquiries as compared with the small copy. My copy was just as good as ever, my cuts a great deal better than



FIG. 1—MAKING USE OF FLANKING  
SMALLER ADS TO GET UNUSUAL  
DISPLAY

before, still I did not get the expected increase in replies, I had been led to think, by purchasing larger space. Something was wrong. This peculiar state of af-



## THE L. S. STARRETT COMPANY

MAKERS OF FINE MECHANICAL TOOLS

NEW YORK  
150 CHAMBERS ST.  
CHICAGO  
17 NO. JEFFERSON ST.

L. S. STARRETT, PRESIDENT  
FABALL, VICE PRES. FEWING TREAS.  
FABALL & STARRETT, ATHOL, MASS.

LONDON  
28 & 29 LUPPER  
FRAMES ST. E.C.

ATHOL, MASS., U.S.A.

18 Feb. 1918

To Harold Ives Co.,

New York

Metropolitan Life Bldg.

N. Y.

Gentlemen:

Answering your favor of the 14th, we have used a set of five picture slides made by you for calling attention to our goods, for nearly a year, sending these to hardware dealers who ask for them. The slides show the names of the hardware dealers. We are well satisfied with this kind of advertising so far as we have been able to use it. Some of our customers have written us, expressing great satisfaction with the slides that they have used.

We have no criticism to make whatever of the slides furnished by you, and think that they have been first class in every respect.

Very truly yours,

W/S

The L. S. Starrett Co.,  
By *[Signature]* Treas.

Some slides we made and a letter of appreciation. We can do as well for you.

**HAROLD IVES COMPANY**  
METROPOLITAN LIFE BLDG., NEW YORK CITY.





"wireless" as a new means of diversion. In order to awaken the young man's interest in "Wireless," the copy as shown in Fig. 3 is used, and although it is not run continuously, it always proves an excellent puller. This

Can you imagine anything more excitingly interesting than sitting in your attic and listening to Wireless messages "coming in" over your E. I. Co. set? We sell sets from \$1.85 up that receive clear messages 100 miles distant; our best set receiving messages 2000 miles off, costs only \$24.00. Can you afford not to afford one of these modern marvelous instruments? We have made thousands of people happy with "Wireless" since 1901. We don't make toys; our goods satisfy *or Money Back.*

**WIRELESS**

We have just issued a booklet: "Travels on Wireless Telegraphy." IT IS FREE TO ALL. Send today 4c postage for our great 200 page electrical cyclopedia No. 11 with 400 illustrations and 1000 electrical articles, valuable information and loads of experiments on wireless and electrical subjects. No postage needed. Ask for *Our Free 100 Page "WIRELESS COURSE"* in 16 Lessons. **THE ELECTRO IMPORTING CO.** 2524 Fulton Street, NEW YORK. "EVERYTHING FOR THE EXPERIMENTER"

A "STOP, LOOK, LISTEN!" EFFECT IN SMALL SPACE

advertisement does not alone benefit my own company, but benefits the entire trade.

A similar copy to the one shown in Fig. 3 pulled 609 replies (requests, for catalogues) in one

publication in a single month, although the copy measures but twenty-eight lines.

I have naturally, in view of all this, come to be a firm believer in the unusual display in mail-order copy, and I believe my stand is justified.

#### ROY J. BUELL BECOMES REPRESENTATIVE IN DETROIT

Roy J. Buell has been made manager of the Detroit office of Cone, Lorenzen & Woodman, publishers' representatives. Mr. Buell was at one time advertising manager of the Regal Motor Car Company. Previous to that he was assistant advertising manager of the Willsy-Overland Company.

#### VREDENBURGH-KENNEDY CO. FORMED

T. F. Kennedy, of New York, formerly with the Lotos Advertising Company, and Peter Vredenburg, who has been in business for himself, have formed the Vredenburg-Kennedy Company. The firm will engage in a general advertising business in New York.

Hattie B. Gooding, who conducts a general publicity agency in St. Louis, is the first woman to join the St. Louis Ad Men's League.

## The Post Road

### *The Shortest Road to Advertising Success*

I know every mile post on the Post Road—the wonderful advertising highway which drives straight through the center of over

### 6,000 Prosperous Cities and Towns

I know just exactly how most efficiently to post your product in any given territory.

Where you are weak, careful Poster Advertising will make you strong—where you are strong, it will make you stronger.

Many alert advertisers have found my service the most economical and productive in the country. Proof is simple. Send for me.

## HENRY P. WALL

200 Fifth Avenue  
NEW YORK

Paddock Building  
BOSTON, MASS.

*Official Solicitor Poster Advertising Association*

## WINNING OUT AGAINST OBSTACLES IN FOREIGN FIELD

A SALESMAN WHO HAS TRAVELED IN MANY COUNTRIES DESCRIBES THE SHORTCOMINGS OF SOME CAMPAIGNS—PITFALLS THAT LURK FOR TRANSLATORS OF COPY—INTOLERANCE OF NATIVE METHODS ON THE PART OF SOME AMERICAN HOUSES

*By John Chapman.*

In thirty years' traveling, from Cape Town to Alaska, selling English and American-made goods, I've watched carefully the effect of advertising placed thousands of miles away.

The great big prevalent mistake is in using mediums to reach dealers which are only read by users, and the reverse. In this, American manufacturers err far more often than English, because the average American house looks for circulation, not inquiring as to the class the magazine reaches, while the English houses care more for the character of readers than for numbers.

Here's the kind of mistake that I've seen in almost every language.

One of the biggest makers of prepared paints offers in an export magazine reaching only consumers, five dozen cans of one style showing a dealer profit of 125 per cent. Note the inevitable impression on a paint user and the harm it does their dealers.

That advertisement took me back a dozen years to a most humiliating incident in Melbourne, when representing a paint maker.

In behalf of the leading retail hardware firm I tackled the largest consumer in Australia. They tested my samples and told me frankly that they liked the line and gave me a list of their yearly requirements and the dealers, and I worked out a tender at a 40 per cent profit.

That afternoon the dealer came to my hotel, almost speechless, and threw down before me a general magazine advertisement offering a dealer an assortment of

our paints which on the face of it showed the dealer's cost within 10 per cent.

The worst of it was that my firm, even in thousand-dollar lots, only gave an extra ten per cent.

That advertisement cost the biggest consumer order I ever ran across and antagonized the second largest retailer in Australasia.

Call this an extreme case if you will, but the amount involved is small compared with the steady waste I've seen in using arguments on consumers that only interest dealers, such as featuring display racks, showcases and window display outfits; showing facilities for exporting and low shipping weights; and, worst of all, the continual harping on the dealer's profit.

### HOW A NEW ENGLANDER DOES IT

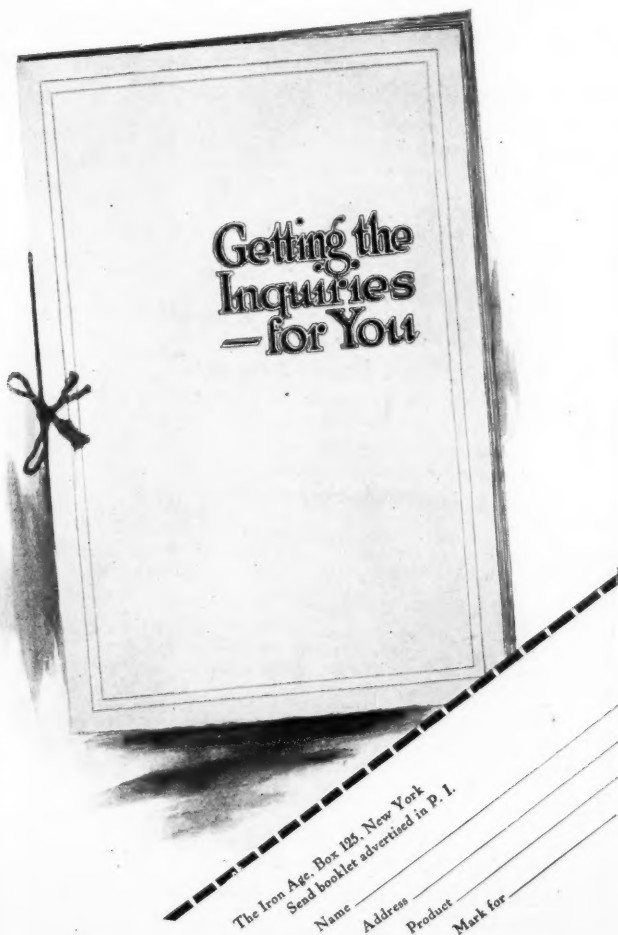
To get the full advantage of the excellent mediums which reach both dealers and users, the method used by a New England manufacturer is unobjectionable and forceful.

In one advertisement he uses coupons designed to cause consumer inquiries and dealer orders, offering an assortment of thirty or forty items at a net price. No consumer could possibly figure the margin of profit, while every dealer can.

The coupons enable the consumer to obtain a sample, while the dealer, by writing on his business letterhead, obtains liberal samples, and a coupon enables him to order the assortment without further writing.

I simply can't refrain from giving a few actual instances of the loss from incompetent and criminally careless translations. Typical of these was the advertisement in which a carriage supply maker apparently offered, not "buggy cushions," but "cushions full of bugs." In another a customary Spanish idiom was changed into a vile epithet by lack of accents. The stumbling sentences and ignorance of trade idioms of high-school experts has created absolute distrust in worthy products.

**W**ill be mailed to every man who has to do with the sales producing end of firms in the manufacturing business who want to reach the buyers of Metal Products, Tools, Factory Equipment and Supplies and Machinery for working metals.



The Iron Age, Box 125, New York  
Send booklet advertised in P. 1.

Name \_\_\_\_\_

Address \_\_\_\_\_

Product \_\_\_\_\_

Mark for \_\_\_\_\_



## **“A Chain Is No Stronger Than Its Weakest Link” Can Your Chain Be Strengthened?**

### **Every Manufacturer Should Ask Himself :**

1. Do I own my trade-mark?
2. Is my trade-mark valid?
3. Is my trade-mark one that the courts will protect against infringement?
4. Have I used my trade-mark to conform with the requirements of the trade-mark law?
5. Will I ever export my merchandise, and if so, what protection will my trade-mark receive in foreign countries?
6. Can I protect myself in advance against the importation of goods bearing an infringing trade-mark?
7. Do I not wish to take advantage of all the rights which are conferred through federal registration?

### **Our Advice to Every Manufacturer Is :**

1. Register your trade-mark in the Patent Office.
2. Respect the trade-mark rights of others.
3. Make others respect your trade-mark rights.
4. Register your trade-mark in foreign countries.
5. **Consult us in all trade-mark matters.**



25c

A trade-mark is a most valuable asset. It will pay you to know how such marks are made valuable and why and how they are protected. We have recently published a booklet “Trade Marks and Trade Names” in which the registration of trade-marks and the requirements are set forth.

It is essentially a book for the modern business man who knows the value of trade-marks in their relation to advertising. Sent postpaid for 25 cents.

## **MUNN & COMPANY**

**Solicitors of Trade-Marks and Patents**

**361 Broadway, New York City. 625 F. St., Washington, D. C.**

**Established 1845**

A good friend in Buenos Aires, when I asked him why he was selling a German shoe machine instead of a far better American make, was surprised at my endorsement and showed me ads in several trade papers.

Where "highest quality" was evidently in the English text, the Spanish equivalent of "the most delicate" was used, and this was typical of the text.

A combination of ignorance and carelessness which I doubt has ever been duplicated was disclosed by an inquiry of a newspaper publisher in Manaos, Brazil. Showing me the letters and remittances from an internationally known spring tonic, he asked me their object in running such an advertisement.

It took me twenty minutes to make head or tail of the half-page daily ad which had been running for several years.

The maker's name did not appear, the advertisement was apparently of a competing tonic, and it had been run unchanged "while you may not need it now, you will in the spring."

It finally dawned on me that the translator had carelessly sent an incomplete copy, and by ignorance of ordinary business methods, translated the brand name, which we will call "Day's Spring Elixir of Youth," into "The Youthful Spring Water of the Day." All the local drug stores sold "Day's Elixir," bought through a Para jobber, and had received insistent calls for "Youthful Spring" water, but they had naturally been unable to locate its maker. In Para the jobber complained bitterly because the American firm had deceived him when it promised to advertise their tonic in Manaos.

It is necessary to warn exporters that there are at least three newspapers in South America that exist solely on the advertising appropriations of American exporters, printing only enough copies to send to advertisers and prospects. I have never been able to locate the real offenders, as they give only a post-office box address.

In Latin America there is no doubt of the value of patent medicine newspaper advertising. While manufacturers are reticent, I can point to dealers actually forced to import by demand thus created.

Toilet preparations, silk hose, corsets, fancy shoes and jewelry are perhaps the next best lines for results from newspaper publicity.

One Rio acquaintance with London friends in the shoe business told me that, despite his reluctance, he had been obliged to carry a complete line of ladies' boots and shoes made in Massachusetts.

The situation in English colonial dependencies is shown very clearly by the success of one American office-supply house, which is steadily overcoming a half century's lead of English competition and which still relies on newspaper space as against the diligent mail and sampling introductory work of the American firm.

#### THE ORIENTAL'S APPRECIATION OF ADVERTISING

In China and Japan my native friends are always insistent on an advertising allowance at the start and know just what papers to use. As one Yokohama dealer said to me, "It saves much work and makes people believe when I say best."

The results from the plan used by a pencil manufacturer, as noted by me in India, are excellent, although I had heard criticism which a little greater care would eliminate.

This firm uses a coupon good for one-third the cost of a dozen pencils, and redeems these at the net cost to dealer.

Another American firm has copied the idea in Australia, allowing full retail price, plus a liberal allowance to cover duty and other charges. Although dealers there consider the idea "unbusinesslike" or "American," which in Australia are synonyms, I notice that they are keen to take full advantage of the drawing power of such coupons.

# Circulation? Circulation? Circulation?

Quality ?

Quantity ?

Price ?

**Those Eternal  
Questions  
Which Are Never  
SOLVED**

We Produce NEW  
CIRCULATION of  
Quality and our Price  
is RIGHT.

## NEW Circulation?

**How Much Do  
YOU WANT?**

During the Summer months when your office force is not busy is a good time to let us put on some NEW CIRCULATION for you. Then you will be ready for your advertiser when the Fall advertising contracts begin coming in.

Write, wire or call \*

**The Magazine  
Circulation Co.**

(Incorporated)

327-333 S. Dearborn St.

CHICAGO

The largest firms whose lines I have sold have been the worst offenders in lack of co-operation between the advertising and export inside men. The export manager of a boxed-paper line had to turn down my suggestion to use the leading daily in San Juan, Porto Rico, as all advertising was lumped and the yearly appropriation exhausted.

The result was the loss of the best stationery account on the island, a firm publishing an excellently edited and widely read daily and who were willing to guarantee me sales five times as great as the cost of space.

A clever youngster in charge of a newly founded export department of a furniture house has nothing to do with the export advertising. The appropriation for foreign countries, while small, is wasted on the circulation hobby instead of being used in the two or three countries where it would back up an agent or a salesman. When the present contracts expire it will be discontinued on account of "lack of results."

Right here I want to take off my hat to one precious pair of youngsters whose firm I represented in Russia and Siberia through their London house.

Before their rapid cross-fire of questions I was forced to admit that a very radical change in my proposal for newspaper space in Russia would be more effective. I blush to think what they did to a battle-scarred veteran who'd sold goods to Fijis and Chinese before they were born.

The final result was a sampling campaign which combined every little kink I knew about Russian likes and dislikes, coupled with just enough newspaper space, timed to impress both dealer and consumer at the height of interest.

The export man told me that he received every export advertising solicitor and disposed of the majority as soon as they stated their case. This gave him the chance to pump dry any with a knowledge of exporting. He said these were very few.

If a proposition looked good, he turned it over to the advertising man, who learned full details of circulation, in numbers and class of readers, geographical and trade distribution and rates.

If they decided to advertise, the export man listed the essentials and the ad man prepared copy and designs and their translator had to please both before the ad was plated.

The constant stream of prospects turned over to me en route and the mail orders from interior towns off my route proved to me the worth of their co-operation.

From the men behind export journals in England, America and Germany I know of a side of export advertising which never ceases to astonish me.

#### UNWILLING ADVERTISERS

Advertisements of firm after firm appear in magazines circulating in territory I have covered, yet I know positively these do not result in a penny's worth of business.

The ads themselves are attractive, and their failure to pay well is the incredible fact that the advertisers do not want export business.

Beguiled by clever advertising solicitors, who know that the products can be advertised successfully, these enigmas take space, leaving the make-up of the copy to the solicitors.

These ads, well written and displayed, draw inquiries and orders from all parts of their territory.

Here are actual instances of the way these are handled:

One firm, assuming all foreign correspondence to be inquiries for prices, sends a form letter in English to Latin America, quoting "our terms are net ten days date of invoice."

Another made it a rule to have translated only letters containing a remittance. Their reason was, "all we want is clean business."

In filling these cash-in-advance orders they ignored all customs and packing requirements, and the goods not broken in transit were usually subject to fines for

# The Illustrated Sunday Magazine is Indispensable

in the Sunday Magazine field—because it covers an individual territory.

There is practically no duplication of circulation with other Sunday Magazines and in eleven of the cities on the ILLUSTRATED SUNDAY MAGAZINE list there are no other Sunday Magazines.

*Lucy Beorn* Inc.

Chicago NEW YORK Boston

incorrect or incomplete invoicing. Their policy of discarding letters not containing remittances kept them in blissful ignorance of the havoc created.

A host of other advertisers use space because of requests from commission houses.

A Hamburg publisher tried to refuse an advertisement from a maker of agricultural implements, but they were indignant and suspicious, and now for four years their ad has appeared in a magazine reaching only mining engineers.

I can vouch for the most amazing instance of all, since I saw the evidence.

The advertising manager of a well-known American export journal visited the largest makers of collapsible beds and secured the renewal of their contract.

As he was leaving, they handed him a huge package of correspondence, saying, "Here's a whole bunch of stuff we can't read; it's a wonder someone wouldn't civilize those foreigners."

This "bunch" was the accumulation of a year. In it were ninety-one bona fide dealer inquiries from all parts of Latin America. There were drafts totaling over a thousand dollars still attached to the letters, double that amount in orders for sight draft shipment or with New York references.

To condense the matter, there were drafts for over a thousand dollars still attached to the letters, double that in orders for sight draft shipment or with New York references, and at least a thousand dollars more from firms on whom credit information was on file in this country.

The export paper sent back at least a thousand dollars more from firms the magazine recognized as worthy of credit.

Eliminating two or three hundred consumer and sample-hunting requests, there was business estimated at ten thousand dollars in sight.

The export paper returned these letters translated, and

begged the advertiser to give them proper attention.

The bed makers filled the cash orders and, ignorant of the fact that sight draft is almost the equivalent of cash in advance, ignored the rest. "Too busy with domestic business," they wrote.

These actual examples and experiences, gathered since 1877, make comments superfluous.

#### DEVELOPMENT OF ONE TRADE-NAME

The Indian motorcycle was named three years before it even was thought of. In 1897 the Hendee Manufacturing Company was building Silver King and Silver Queen bicycles, gentlemen's and ladies' models, respectively, in Springfield. Its business was pretty healthy for that time, the annual output being in the neighborhood of 4,000 machines. Incidentally, it did a considerable export business through New York commission houses, these shipments consisting of what were termed "name-plate" bicycles. When a commission firm placed an order with it, which usually called for 100 machines or so, it specified the name by which that particular lot of machines were to be known, and we attached name-plates accordingly.

In the course of time, naturally, a large number of our machines went abroad under all sorts of names. Practically all of these bicycles were identical except for the name, and sometimes the color. Finally we realized that this practice would have to be stopped, and I made a special trip to New York to take the matter up with the commission houses. "Look here," said I to the manager at the first place I called, "why not discontinue this indiscriminate branding of our goods, and send them all out under one name hereafter. For instance, the name 'American Indian,' is a pretty good one, for the American Indian is known round the world, and a bicycle of that name would become well known."

My suggestion instantly appealed to this house, and they consented to the proposition. Fortunately, I had little difficulty in persuading our other brokerage customers to fall in line. Thereafter all of our export bicycles were known as the "American Indian," but at the factory we always referred to them simply as the "Indian."

Soon I realized that in the name "Indian" we had a winner for bicycles, and we just discontinued our other brands then and there, and built Indian bicycles exclusively. When the motorcycle came along a year or so later, it simply was out of the question to think of calling it anything but "Indian." This name fitted the motorcycle even better than it did the bicycle, and before many moons passed the new warrior had deposed the old chief altogether from the wigwam. That is why there is an "Indian" Motorcycle to-day.—*Honest Injun.*



## ILLUSTRATIONS THAT MISREPRESENT

Why is it that some advertising men are conscientious regarding the truth of their published statements, yet have no scruples regarding illustrations, which they employ to misrepresent the product they advertise?

The custom of many advertisers is to procure photographs showing clearly the detail and construction and subject them to alteration to meet their requirements.

This practice obtains in automobile advertising to a considerable extent. A car is photographed in the desired position and photographic prints are furnished an "artist" who is required to lengthen the hood or alter the radiator, remove top irons and iron hinges, exaggerate the padding of the upholstery, remove all reflections and make other required changes. Then the approved subject is rephotographed and an engraving is made of the "improved" car. The illustration may remotely resemble the car manufactured, making due allowance for alterations.

Now every worthy automobile concern maintains a corps of competent designers and engineers and it is manifestly true that the design and construction of all manufactured cars have been approved before the cars are placed upon the market.

Why then would not a photograph of a car be a correct representation of the subject—for the camera will tell

the truth even as the human eye? Yet we are daily confronted with illustrations which are manifest exaggerations of the subject; and it may happen that every statement made in the copy has been carefully considered with due regard for the truth.

The ad then is a combination of false and true representation, which, taken as a whole, is a dangerous deception which deceives the public less than it illudes the advertiser—for this practice has tended to discredit all illustrations, even photographic, so that, so far as being accepted as true representations of the subject advertised, they might even be eliminated, so far as possessing selling value is concerned.—*Detroit "Adcrafter."*

## HOW BOOK ON ST. LOUIS WILL BE DISTRIBUTED

At a luncheon of the St. Louis Ad Men's League March 19, it was decided to issue a book on St. Louis, to contain every fact that citizens and strangers should know. A committee headed by Herbert S. Gardner, of the Gardner Advertising Co., will prepare the copy. Albert Von Hoffman, chairman of the Membership Committee of the local league, will guarantee the financing. The issue will be 150,000 copies, of which 96,000 will be distributed free to all telephone subscribers in St. Louis and vicinity. The rest of the issue will be sold to St. Louis wholesale merchants at a nominal cost.

# COLLIN ARMSTRONG

INCORPORATED

Advertising & Sales Service  
115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

SENATE PROCEEDINGS ON  
GOV. HAINES' VETO OF  
"PRINTERS' INK"  
STATUTE

A CHANGE OF ONE VOTE WOULD HAVE PASSED THE BILL OVER THE VETO —EXTRACTS FROM THE "LEGISLATIVE RECORD" FOR MARCH 11— SENATOR RICHARDSON SAYS "BILL WILL BE ENACTED AT THE NEXT SESSION"

The President: Unless there is objection, the Chair will lay before the Senate first the veto message from the Governor, on an act relating to untrue and misleading advertisements. This bill was returned to the Senate, March 6, with a veto message explaining the objections of the Governor. On motion by the senator from Androscoggin, Senator Morey, the message was tabled and specially assigned for consideration, to-day. The question before the Senate is, Shall this bill become a law notwithstanding the objection of the Governor? Upon that question a yea and nay vote is ordered, and a two-thirds vote of the members is necessary. The question is open for discussion.

Mr. Bailey, of Penobscot: Mr. President, as this is a bill which was reported from the committee on legal affairs, and is one which has been brought before the public to a large extent by the veto of the Governor, it seems proper and fitting not to offer any apologies for the favorable report of this bill, but to offer an explanation in regard to it. The bill starts in: "Any person, firm, corporation or association, who, with intent to sell or in any wise dispose of merchandise, securities, service or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or any interest therein makes, publishes, disseminates, circulates or places before the public, or causes

directly or indirectly to be made, published, disseminated, circulated or placed before the public in a newspaper or other publication, etc."

ACTION OF DECEIT

So the bill starts out in the first place to place the responsibility on parties who advertise. The Governor in his message gives us one of his reasons for vetoing the bill that it does not contain the word "knowingly." Under the common law, there is an action which is called an action of deceit. It is an action which allows one person to collect damages from another on account of the first person being deceived by a statement, representation or assertion in regard to some property which is sold to him.

When that action was first put into practice they had to prove what is called "*scienter*." It means just what the Governor has asserted in his veto message, "knowingly" or with knowledge. It proved by actual experience and practice in the courts that the requirement rendered the action practically useless, so that a good many years ago that allegation and proof of knowledge on the part of the one that made false representations or assertions was done away with.

As the law now stands and is practised in the courts, if a man makes a statement, a representation or an assertion which he knows to be false or which he does not know whether it is true or not, if he makes that assertion and a person believes it and is injured thereby, he can recover damages.

Perhaps a concrete illustration would be more efficacious than a statement of the general rule. There was a case in court, I think in Bangor, at the last January term. A man owned a farm and wished to sell it. A prospective purchaser came and looked at the farm. They came to a swamp that had some juniper in it. The prospective purchaser said "Do you own this?" The farmer said "Yes, sir." He bought the farm and went and cut the juniper

A 32-page form  
on Tokyo Bond



## So "Dead Flat" It Prints Halftones



HIS new discovery in bond paper making—this discovery of Tokyo Bond—is going to make you do some thinking.

And that thinking is going to rouse you to a pitch of enthusiasm you haven't been roused to since you first heard of wireless telegraphy or saw your first aeroplane.

What does it all mean? Why this: At last a bond paper has been made which is so *absolutely dead flat* that on the wonderful new high-speed offset press it prints halftones in black or colors, on *full size sheets*, as handsomely as coated stock. And on an ordinary press it prints all kinds of flat cuts, intricate rule work, and close registry with never a hitch or stop.

Just think for one second what a field this opens up for you—the user of printed matter!

Why, now you can have handsome, aristocratic, cockly surfaced bond paper not only for your letterheads, checks, bonds, announcements, circulars, etc., but for all kinds of booklets, art pictures, desk catalogs—any and every sort of printed matter.

What makes Tokyo so dead flat, so free from microscopic puffs and waves? Just this: Tokyo is "*built*" flat throughout every process of its making—instead of being "*ironed*" by finishing rolls to *look* and seem flat. Thus on fast presses it does not cause delay and trouble by running into large puffs, waves, edge creases, V-shaped wrinkles, etc.

Expensive? No! It is medium-priced enough for *carload runs*. And you can use a far lighter weight in bond than you do in coated, thus saving in weight of stock and in mailing expense.

### SEND FOR "THE DISCOVERY OF TOKYO BOND"

A new handsome book printed in colored pictorial halftones on Tokyo Bond throughout. Tells how Tokyo is "*built*" flat, and how it makes profits for printer, lithographer, and user of printed matter.

### TEST TOKYO BOND AT OUR EXPENSE

Write for particulars of our Guarantee Offer. If you put it off you'll forget. So write a post card *now*, before you lay aside this weekly.

CROCKER-McELWAIN CO., 126 CABOT ST. HOLYOKE, MASS.

# TOKYO BOND

LOOK FOR THIS



WATER MARK

knees and then was sued by his neighbor. The line was run out and it was found that at least two-thirds of this juniper swamp was on the farm of his neighbor. The seller claimed in the first place at the trial of the case that he did not know, but supposed it belonged to him, as his father lived on the farm before he did and he supposed that it was a part of the farm.

#### TAKES OUT THE TEETH

The court said: "You should have known. This man bought your property on your assertion and on the supposition that you owned this juniper swamp. It was an essential element in the selling and buying, and when you made that statement he relied upon it and was damaged thereby. You come into court and say you did not know, but supposed you owned it. That is no defense to the action."

And so it is in matters of this kind where you have the word "knowingly" put in, it is almost impossible to secure a conviction because it opens up such a wide gap for the party to escape.

Take this bill and insert the words "any person, firm or corporation knowingly," etc., and where do you land? Senator Walker might be advertising in the paper and his advertisement proving false and untrue, he says: "I do not know anything about that. My stenographer wrote that." He gets out of it. He did not know. He supposed it was all right. So the word "knowingly" under actual practice in courts takes away all the teeth in this kind of a bill.

Under the action of deceit, the common law action, you can see if a person is injured by some advertisement that he reads, his damage may be very small. No one will sue an advertiser as his damages would not be enough to pay his lawyer's bill.

The idea of the bill is to reach those who disseminated false and untrue advertisements, and not the newspapers and bill posters. This bill reads: "With intent to sell or in any wise dispose of,"

so that it has eliminated newspapers. I understand there was a good deal of complaint to the Governor from the newspapers, but this bill does not touch them at all if they are honest. I noticed at the time of the Governor's veto that there was quite a line of newspaper men here that day, and one of them approached me and I said to him that this bill did not affect newspapers. As I said before, they must have misunderstood the application of the bill or they wished to secure some advertising which this bill was drawn to keep out. I do not like to accuse them of the latter, and so will be lenient and say that they did not understand the bill.

#### "PUFFING" NOT DISTURBED

Secondly, the Governor vetoed the bill on the ground that it would be a detriment to modern advertising. But again the bill says: "Which advertisement contains any assertion, representation or statement of fact." It was not meant to apply to a merchant who in his enthusiasm was willing to set forth, in his opinion, the desirability of purchasing his goods, as they call it in law, "puffing." But it simply means to strike at those people who made direct statements of fact. We know that newspapers are full of them.

The Governor also objects to the word "misleading." A statement from a very eminent authority on these matters, I will read, because it is put in better language than I can put it: "In cases which have been tried in New York so far under the local statute, it has been found that some of the advertisements which are doing the most harm could not be said to be absolutely false, but nevertheless would undoubtedly have misled the vast majority of persons who read them. An instance of this in the advertising of goods under some name known only to those intimately connected with the trade, which name is totally unknown to the public, and when used misleads the public into the belief that the goods are what they are not. Under the

statute as worded at present, it is possible to stop that sort of advertising as clearly misleading."

The whole trend of modern decision and modern legislation is to protect the consumer, and a very eminent judge in the United States court in an opinion recently handed down, Judge Aldrich, of Boston, said: "The whole trend of modern decision is in the direction of making it clear, whether in respect to food, drugs or wearing apparel, that the placing of adulterations and imitations upon the market, with the purpose of deceiving the members of the public who buy, as they do oftentimes, upon casual inspection, into buying something for what it is not, is a business which is not countenanced by law."

This quotation is in the case of *Estes vs. Ford*, 100 C. C. A. 258, in the circuit court of appeals.

So that this bill, coming as it did from the Advertisers' League, and also supported by Mr. Dow and Mr. Wish, of Portland, prominent newspaper men, and recommending it, as they did, and such a law being in force in such states as Ohio, Minnesota and Washington, and was being introduced into over twenty-five Legislatures in the country at this time, the committee felt it was in the line of progress to report this bill favorably, and because it would hurt no honest man. In these days of modern business stress and strain a man has some right to believe what he reads in the newspapers in regard to advertisements, and be protected in his belief.

#### MAKES FOR ADVANCEMENT

All along the line these matters of legislation are coming up to make the lives of the average man, woman and child happier and safer and more comfortable. We are passing similar laws every day, and the committee believed that this law made for advancement and progress and, therefore, reported it favorably.

I do not wish to urge that we pass this bill over the Governor's veto, because if the Governor uses

The ranks of the advertisers who don't believe in class magazines are rapidly thinning as witness the steady growth of the standard class magazines as compared with the reverse condition among all but a few of the general magazines. If you have carefully refrained from using

## PHYSICAL CULTURE

because it is a class magazine, perhaps you have made a mistake. Circulation, comprising, in its entirety, people who realize the necessity of catering to their health and physical well-being, is built on the strongest possible foundation.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

**April, 1913, Gains 695  
Lines Over Best Previous  
April Number**

### Covering (?) The South

You can't make a piece of cloth with an area of a square yard cover two square yards.

Yet manufacturers who are attempting to reach Southern merchants with trade papers published for Eastern, Middle Western or Southwestern merchants, or city department stores, are making exactly that mistake.

What's the use of stretching the cloth all out of shape, when there's another that will cover just the area you have in mind? It's

### The Trade Outlook Of Louisville, Ky.

It covers Indiana and the Central South like no other publication. Post-office receipts, sworn circulation statements and other data prove it.

You appreciate the importance of getting into Indiana and the immensely rich community south of the Ohio and east of the Mississippi river; the choice of a medium is vitally important. Before you assume that you are in a position to talk to the merchants of that territory, get a circulation statement, by states, from the papers that say they are doing what we will prove to you that we are doing.

*Liberal agency commissions.*

**THE TRADE OUTLOOK, Louisville, Ky.**

**S. M. Anderson, Publisher**

the strong arm of veto, it requires a very strong case to ask the members of the Legislature to pass beyond that. I understand that the Senate has already brought upon it the wrath of the gentleman from Augusta, Mr. Newbert, who is the next important man in the state, at least in his own opinion, and we do not want to be too unpopular.

Mr. Richardson, of Penobscot: Mr. President, as I think I am responsible for the introduction of this Act and took some part in starting the agitation which produced the first Massachusetts bill, introduced to the committee on legal affairs, I feel in self-defense that I should say something in support of the measure, even if I have no desire to ask the Senate to pass the bill over the Governor's veto.

A year ago the purification of the advertising pages of our periodicals was primarily started by advertising men, and there are no better men in any trade or profession. These men are working judiciously to pass laws in the various states which will enable committees of their associations to successfully prosecute advertisers who make untruthful statements.

That the Senate may appreciate the magnitude of the undertaking, I will only say that at a recent meeting of the association of advertising men the retiring president made the statement that the men of that association were responsible for the introduction of advertising into the periodicals of this country, aggregating in value over six hundred millions of dollars. We will assume that the concerns back of this advertising appropriate the modest amount of three per cent of their gross sales for this work. The total investment back of this advertising thus aggregates an amount beyond the comprehension of the average man. A police force is needed, and that police force is at hand in the committees of the advertising associations and is now at work in the various states. In fact, the Senate will appreciate the fact that this bill is

introduced in this Legislature by the Portland Advertising League.

To give an idea of the work of the vigilance committees, I will say that one New York committee holds regular fortnightly meetings. Since its formation, a little more than a year ago, it has investigated more than 100 cases. Of these fourteen have been dropped for lack of evidence, thirty have been referred to the national committee for further investigation and action by other clubs, eight are in the hands of the legal section with power to act (in several cases this action has gone as far as the courts), eight are to be bulletined to publishers and others interested, twelve objectionable features of advertising have been corrected voluntarily by the offending advertisers at the committee's suggestion and twenty-two are still under consideration. The committee has thirty-two new cases on hand for investigation.

I want to touch the work that is being done in other states, but will only say that in a great many of the other states these associations are working along the same lines.

I have in my hand an editorial which will appear in this week's issue of PRINTERS' INK:

When Governor Cox, of Ohio, signed House Bill No. 104, on February 26, his state became the first to adopt an adequate law against fraudulent advertising. To the advertising men of Ohio belongs the honor of securing the passage of the following law—the model statute recommended by PRINTERS' INK with very minor changes.

One law actually upon the statute books is worth pages of argument. When PRINTERS' INK, a year and a half ago, advocated the adoption of this law, we insisted much more strongly upon the necessity for a police force to insure its enforcement. As was right and proper, the police force came first in the vigilance committee movement, progress of which is chronicled on another page of this issue.

Mr. President, it is hard to understand why newspapers should object to the passage of this law.

#### NIMS' LETTER QUOTED

As a matter of fact the man who drew the Act, Mr. Harry D. Nims, of the New York bar, has



## Things of Value and Beauty

### FREE TO YOU

¶ These two remarkable books should be in your hands because they are all about your business. Yet I will send them to you *absolutely free* if you merely sign and mail the coupon below.

¶ I want you to see these books—to read them and know them—for they are filled with actual specimens of the highest typographical effects and most skilful color schemes yet devised by the big advertisers.

¶ These books are "The Printing Art Magazine" and "The Printing Art Suggestion Book." There are over 125 big pages filled with new ideas for cover designs—latest paper fancies—most recent color combinations—and the clearly defined style and character used by America's successful business men.

¶ Work is shown that displays superb results in photo-engraving, electrotyping, lithography and typography. You get a better idea of how to do things in printdom, for you can use the plans, layouts, and scientific suggestions in lettering, border treatment, and legibility of types. You can secure the benefit of the solved problems of other advertisers and printers who have studied commercial forms, the principles of booklet decoration and the advanced art of printing in general.

¶ There are a dozen reproductions of three- and four-color combinations, ranging from still life to the human figure. And in addition there are articles by competent experts on all phases of artistic printing.

¶ Since it costs nothing—let me send you these two books. Examine them at your leisure—you may get a dozen ideas from just these two volumes. Then if you are more than satisfied simply keep the books for your own—free—and let me enter your name on the subscription lists of "The Printing Art Magazine" and "The Printing Art Suggestion Book" for one year at \$3.50 for the 24 numbers—12 issues yearly of each—and save nearly 20% by this special price.

¶ Send the coupon—look at the books at my expense—then decide.

¶ A premium for Advance Payment—If you will send \$3.50 with the coupon I will send you both magazines 14 months instead of 12 months. I absolutely guarantee satisfaction or will refund all your money without question. This premium is worth 80c.

Date \_\_\_\_\_

E. M. DUNBAR, 15 Rowena St., Boston, Mass.

Please send me prepaid one sample each of THE PRINTING ART MAGAZINE and THE PRINTING ART SUGGESTION BOOK. Within two days of receipt thereof I will either send you \$3.50 (which covers a full year's subscription to both magazines), or I will notify you that I do not wish to subscribe.

Name \_\_\_\_\_

Canadian postage 75c. a year extra

Foreign postage \$2.50 a year extra

Address \_\_\_\_\_



stated that it did not bear in any sense on the periodicals. I will quote from a recent article which he has published: "You will recall that in formulating this proposed statute, one of the principal things which I had in mind was to so frame it as to put the blame for misleading advertising where it belonged, namely on the shoulders of the man who formulated the advertisement; on the man whose goods the advertisement was intended to sell; on the man who would be benefited by whatever deception of the public resulted through the advertisement.

"To this end the PRINTERS' INK statute, in skeleton, provides: 'Any person . . . who . . . with intent to sell . . . anything offered by such person . . . for sale . . . publishes . . . or causes . . . to be published . . . an advertisement . . . which . . . contains . . . any assertion . . . of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.'

"When the statute is reduced to this form you will note (1) the man at whom the statute is aimed is the man who offers to the public goods which he himself has for sale. This is clear from a careful reading of the first three lines of the statute. On reflection it would seem clear that no newspaper is offering for sale the goods advertised in its columns. What it is offering for sale is its circulation and its space; and I believe that every earnest advertising man is in favor of penalizing any publisher who misstates facts regarding his circulation and in exempting him from legal responsibility as to misstatements made by others through his columns as to what they have for sale.

"(2) The phrase 'makes, publishes, disseminates, circulates or places before the public' refers back to the person who is advertising something he himself has for sale. Can a newspaper or periodical be said to be offering to sell all the articles advertised in its columns?

"To eliminate these words from the statute, so far as I can see,

merely gives an opportunity for a quibble to be made as to whether or not making a statement is different from causing a statement to be made. In the first case brought under the New York advertising statute with which I had anything to do, we have run afoul of this very quibble. If it becomes necessary to limit the application of the statutes in some way so as to make it more evident that newspapers do not come within its provisions, would it not be better to be more specific in the definition of the person to whom the act applies, rather than to limit the verbs in the statute 'which defines the offense?'

It is hard to understand why any newspaper man should object to that. It clearly does not bear on the newspapers. As it happened, when the Massachusetts law, a harmless little statute, and into which very carefully the word "knowingly" was inserted, when that law was put before the legal affairs committee, it appeared that there was some objection to it. I was before the committee on this proposed law in regard to untrue advertisements. I had in my possession the PRINTERS' INK model statute and I offered that as a substitute measure. A Portland gentleman, an official of a leading newspaper, appeared there favoring the Massachusetts bill. Later one of his force of employees wrote to the committee in regard to the statute objecting to it. Last night I had a letter from the president of the Portland Advertising League, who is also an official of that same newspaper suggesting that I offer this same PRINTERS' INK statute as a substitute measure.

Evidently these people who were first in favor of the Massachusetts statute were not aware of the fact that the PRINTERS' INK statute had met with the disapproval of the executive.

Mr. President, I have a great deal to say on this statute, but it is unnecessary. The measure is right. It will protect the honest advertiser. It will enable the prosecuting attorney to punish the dishonest advertiser. Back of this



measure are very many responsible men. Further than that, some of the leading publishing concerns in this country are actively at work purging their columns of such advertisements. They are doing this for their own benefit. And I think it is right to say when you stop one unfair advertiser you make ten fair advertisers.

Mr. Flaherty, of Cumberland: Mr. President, I wish to say just a word in regard to this Act here. I wish to say that the president of the Portland Advertising League was in my store and willingly offered to substitute this model statute. I told him about it and he said that he did not understand the law did not have anything to do with it. There are several business men in Portland who are in favor of this law going in as it is. They are not afraid of saying anything in their advertisements that are misleading. And they asked me to make a statement before the senators approving this Act, and they trust it will be given consideration.

The President: The pending question is, Shall this bill become law notwithstanding the objection of the Governor? If two-thirds of the senators vote yes, that vote will be sent to the House, and if two-thirds of the House vote yes, the bill will become law notwithstanding the objection of the Governor. If less than two-thirds of the members vote yes upon this question, the bill will fail in the Senate and a message will be sent to the House informing the House of that fact.

So many of the members of the Senate as are in favor of the bill becoming law notwithstanding the objection of the Governor will vote yes, and those opposed will vote no. The secretary will call the roll.

Those voting yea were: Messrs. Allan, Bailey, Boynton, Cole, Conant, Flaherty, Hersey, Jillson, Maxwell, Morey, Moulton, Murphy, Packard, Patten, Richardson, Smith, Stearns—17. Those voting nay were: Messrs. Allen, Burleigh, Chase, Clark, Colby, Dut-



The success of any business is regulated primarily by the popularity of its trade name. "Acme" Tires offer a good example. Every day shows a steady increase in the number of "Acme" Tires sold—the direct result of superior "Acme" quality, backed up by a splendid continual campaign of Name Publicity.

The now well-known Red-Letter trade-mark stamped on "Acme" Tires, for instance, is painted in exact style and color on large attention-compelling bulletins, that photograph an indelible picture of "Acme" Red-Letter Tires on the mind of every reader. These carefully constructed bulletins are erected where many thousand travelers see and read them every day in the year—daily reminders that keep "Acme" first in mind when auto tires are needed.

Painted display advertising, maintained by The R. C. Maxwell Co., Trenton, N. J., is equally capable of making **your** trade-name the most profitable asset to **your** business. Try it.



This merchant has been in business forty years—he is a shrewd judge of merchandise, a close buyer and a clever salesman.

Had he been able to duplicate his personality and thus increase his audience, he might very easily have built up a big business—but he lacked the ability to analyse his proposition.

Write today for your free copy of "Analytical Advertising"—no obligation.

**RUTHRAUFF  
and RYAN**

*Advertising*

**450 FOURTH AVENUE  
NEW YORK**

ton, Emery, Hastings, Reynolds, Walker, Wing—11. Absentees: Messrs. Hagerthy, Mansfield—2.

Seventeen having voted in the affirmative and eleven in the negative, the necessary two-thirds did not vote and the bill failed to become law.

#### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

OF PRINTERS' INK, published weekly at New York, N. Y., required by the Act of August 24, 1912.

NOTE:—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

Editor, John Irving Romer, 12 West 31st St., New York.

Managing Editor, Lynn G. Wright, 12 West 31st St., New York.

Business Manager, J. M. Hopkins, 12 West 31st St., New York.

Publisher, PRINTERS' INK PUBLISHING CO., 12 West 31st St., New York.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.) John Irving Romer, 12 West 31st St., New York; Richard W. Lawrence, 12 West 31st St., New York.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: Mrs. J. R. Rowell, 10 Spruce St., New York.

JOHN IRVING ROMER,  
(Signature of editor.)

Sworn to and subscribed before me this 18th day of March, 1913.

CHARLES C. LINK,  
60/3190

Notary Public No. 141, Kings Co.  
(My commission expires Mar. 30, 1913.)  
Certificate filed in New York County.

#### FUND TO ADVERTISE MINNESOTA

According to a law passed within the last few weeks by the Minnesota legislature a fund of \$75,000 is possible for advertising the state. Counties are authorized to contribute five cents per capita to any state or sectional improvement or development association. There are now three such associations of local commercial clubs which have been formed to attract settlers to the part of the state represented. The state also has a central bureau for advertising the whole state.

Earl M. Cummings has been appointed advertising manager of the Bursan Knitting Company, Rockford, Ill. He recently disposed of his interests in the Cummings Advertising Agency to accept the position.

## LUNCHEON TO COL. HOLLAND

A luncheon was given by O. J. Gude at the Aldine Club, New York, on March 20 in honor of Col. Frank P. Holland, publisher of *Farm and Ranch*, of Dallas.

The speakers praised Col. Holland for the manner in which he entertained visitors at Dallas during the convention last year. A loving cup was presented to the Colonel on behalf of the guests by Robert Frothingham.

Among the guests were Robert Frothingham, advertising manager of *Everybody's Magazine*; H. H. Cooke, sales manager, William Green Company; Conrad B. Kimball, *To-Day's Magazine*; Frank P. Holland, Jr.; Harold J. Mahin and James P. Gilroy, of the O. J. Gude Company; George Katz and H. N. Kirby, of the E. Katz Special Agency; Frank L. Blanchard, of *Editor and Publisher*; Gilbert Kinney, of Paul Block, Inc.; L. E. Pratt, of the Passaic Metalware Company; F. E. Morrison, of *Associated Advertising*; Gridley Adams; George J. Auer, of the *Knickerbocker-Press*, Albany; Gerald Wadsworth, of the McKelvie Company; George Nowland, sales manager of Fels Naptha; S. E. Leith, Eastern representative of the Associated Farm Papers, and J. M. Hopkins, of PRINTERS' INK.

## ART FROWNS ON TOBACCO SIGNS

A conflict between works of art and cigars and tobacco at Twenty-third street and Broadway was told in papers submitted to Supreme Court Justice Davis yesterday on an application by Thomas E. and Gustavus T. Kirby, conducting the American Art Galleries, for a writ of mandamus compelling the removal of tobacco signs "in prominent letters and in glaring colors" from the window of the Edwin cigar store adjoining the entrance to the art galleries in West Twenty-third street.

The owners of the art galleries say they have sold \$25,000,000 worth of art works, but that the continuation of the business will be impossible unless the offensive signs are removed.

Max Rosenblum, who conducts the cigar store, replied that if the plaintiffs have sold \$25,000,000 worth of art works with an oyster restaurant adjoining the entrance, he does not believe his store will affect the business. Justice Davis refused to grant the writ.—*New York Sun*, March 18.

## NEW SPECIAL AGENCY IN NEW YORK

Walter H. Story, who has been in the foreign field with Hand, Knox & Co., J. C. Wilberding and I. A. Klein, and Phillips Hasbrook, formerly connected with several New York newspapers, also the *Binghamton Press* and *Minneapolis Tribune*, have formed a partnership to do a special agency business in New York under the name of Hasbrook & Story. The agency has been made foreign advertising representatives for the *Atlanta Constitution* and the *Philadelphia Evening Telegraph*.

# The Pure Food ?

## Leslie's Weekly

March 27th — gives page after page to a constructive, comprehensive discussion of the PURE FOOD QUESTION.

The economy, sanitary qualities and convenience of prepared foods and their food values are clearly and convincingly presented.

It is well illustrated, scientific, as well as absorbingly interesting. From cover to cover it is based upon Leslie's constructive idea.

Manufacturers, scientists, merchandisers of prepared foods, should by all means read **LESLIE'S HEALTH AND PURE FOOD NUMBER OUT TODAY.**

Over 400,000 copies an issue

**ALLEN C. HOFFMAN**  
Advertising Director  
**LESLIE'S WEEKLY**  
No. 225 Fifth Avenue, New York

## THE EFFICIENT USE OF ELECTROS, STEREOS AND MATRICES

(Continued from page 12)

be impossible to advise an experiment in this direction.

### A WAY TO REDUCE EXPRESSAGE

A very definite saving can be effected, however, by the simple expedient of selecting an electro-typer who is equipped to make plates at a low rate but who is so centrally located that he will be able to ship sets of plates to an entire list of papers at a much lower average forwarding cost than one situated nearer the border of the territory. Many hundreds of extra dollars find their way into the coffers of the express companies because the order is placed with some local house instead of sending the pattern plates to an electrotyper better placed geographically.

On a very large list, it may even pay to split an order for plates among two or more houses, one in the East, one in the Middle West and possibly one on the Coast, although in the latter territory it is difficult to obtain as favorable prices for the work.

Whenever copy of variable size is an absolute essential of a campaign, I have yet to find a satisfactory substitute for the wood-mounted electro, with all its faults.

Perhaps the ideal way to handle a campaign in these small papers which must have plates of one kind or another is (1) to plan a series of advertisements which is strong enough and along broad enough lines to run a year or more, and which contains enough members to carry through this period without an undue number of repetitions, (2) each advertisement to be adjusted to exactly match its fellows in depth of space occupied.

The advantages of this course are very special and direct. Those of item number one are plain: the high ratio of cost of plates (plus delivery) to the cost of space in small papers makes a frequent

change of copy disproportionately expensive, and the minimum of change consistent with properly sustained interest on the part of the public is therefore desirable. I have known of shipments of plates to papers in inaccessible spots where the cost of the electros and carriage actually exceeded that of the space to be used.

The reason for item number two is less obvious: if the difficulties which surround the preparation of uniform space advertisements can be overcome and this course adopted, it will be possible to buy electrotypes in a form which will reduce the shipping charges and eliminate the troublesome warping of bases without increasing materially the initial cost.

### THE MONEY-SAVING "SLIDING-TOP"

This is possible through the "sliding top" or "interchangeable base" electro, known to many but unknown or unappreciated by too large a proportion of advertising men. This type of plate is an ordinary electro without its wooden base, but provided on its under side with projecting flanges made to fit onto a hollow metal base with corresponding channels. The whole makes a type-high plate, of which the face and base are readily separable but become firmly united when placed in position in the page of type, the face being prevented from slipping off by the surrounding column rules, type and "furniture."

If the advertisements of a given series are uniform in size, one of these light metal bases can be provided upon which all the score or so of faces can be placed in turn. The weight of the metal base will be but a fraction of the combined weight of wooden bases for the series, and express or parcel post charges will drop accordingly. The electros with flanges cost about as much as mounted electros of similar quality, and the single base costs four cents or less per column inch. As the metal can not warp in cleaning, no complaints, skipped insertions, or destroyed plates can be charged to this score. If the same size is adopted for the succeeding series

of advertisements, one base will often serve a paper for years, and need not be renewed until it is broken, or becomes worn out, after long, long service.

Practically every paper in the country is already accustomed to the use of these bases, and almost any electrotyper specializing on advertising work can provide them, varying as to the details of the patent under which they operate, but alike in general principle.

#### AN EXPERIMENT WITH "BOILER-PLATE"

I said that I have never found a satisfactory substitute for wood-mounted electros in supplying a series of variable size to papers demanding plates. I have, however, made a very interesting experiment which did not work well for me but which might, under different circumstances, prove entirely efficient.

There is an organization, with branches in nearly a score of cities, which provides stereotyped news-matter and features to the

small papers throughout the country. To the papers taking this "boiler-plate," it supplies a set of interchangeable bases in such units that they can be combined to fit any length of plate matter, which is always provided with flanges to fit the bases.

This house offered to make stereos at a very low price, as they could be made in slack times, and said that we should need to provide our own base only for such papers on our list as were not already using its service. By making plates at each of their many offices, shipments could be made at the minimum charge in the vast majority of cases. This latter proved absolutely true, cutting our express charges to a fraction of their old figure. But what was still more surprising, out of my list of nearly four hundred "plate" papers, their regular "boiler-plate" service was so universally taken that we had to pay for bases in but eighteen cases!

The fly in this particular ointment was that the type my ad-

## Data

this is the biggest word in selling and advertising work today.—The one organized source of reliable, complete data for every commercial use is the Business Bourse.—Four years of investigation and compilation by a complete staff has built up files of data the like of which does not exist anywhere else.—Statistics, records, results, methods, experiences, consensus of opinion, and experience, filed in investigation reports, on sales or advertising and administration efficiency problem, in a loose leaf. Reporting Services, \$50 per year. Special reports to order; dealer investigation, professional consultations. Write for literature and prices.

### The Business Bourse

INTERNATIONAL, INCORPORATED

J. GEORGE FREDERICK

Editor and Counsel

261 Broadway, New York

vertisements contained was too small to be handled satisfactorily by their process. With a more reasonable type, I am confident that the method would prove very successful. If it could be made to work it would be highly economical and a great blessing in many ways to the advertiser using the small daily and weekly papers not covered by the co-operative lists. It possesses another great advantage in that each paper (except eighteen) had service bases to fit any size of advertisement, so that a user of this method of supplying plates would not be confined to a uniform size of copy.

#### CARING FOR THE BIG DAILIES

Since a very large proportion of all "foreign" newspaper advertising expenditures goes into the larger dailies, the ways of supplying advertisements to this class are even more important and interesting.

Let me analyze the situation mentioned in my first paragraph:

Here six large, high-grade electrotypes were supplied to a list of metropolitan newspapers, for two insertions only. The problem is, how could this have been carried out more economically?

In the first place, these electrotypes were mounted on wood. In the composing room of every paper equipped with a stereotyping plant, these wooden bases would be promptly stripped off and thrown away, while the plates would be tacked onto solid metal bases which could not warp after the moist heat and pressure of stereotyping.

To have provided these same plates unmounted would have saved the extra cost of blocking and would have cut down the expressage through reducing the weight of each shipment.

Next, the electros were of a needlessly high grade. Here, as in the case of "plate" papers, the difference in the imprint which will be obtained from an expensive electro and from a cheaper, more rapidly made plate is entirely negligible. There is no need of the electro being molded to a perfect depth. Even if it were,

the matrix of the page in which it was to appear would probably not be pressed into every part of it. Nor is there the slightest need of the copper shell or facing being as heavy as for a fancy job. In printing a large edition, direct from the electro, or for pattern plates from which hundreds of matrices are to be made, this heavy copper is most desirable, but for a few insertions in a "matrix" newspaper it is a sheer waste of money.

But it is not through the use of less costly electrotypes that the great saving which I suggested could have been made.

#### THE GREATEST SAVING THROUGH MATRICES

Remember that this lot of plates went to large papers equipped with a stereotyping plant. To them, then, it was unnecessary to send electrotypes. Pattern electros of the advertisements might have been supplied to any commercial stereotyper, and enough matrices (or paper molds) of the series made to give to all the papers on the list. The price of this work would vary upward from about half a cent per column inch to a figure much higher, but first-class matrices in reasonable quantities can be had at that price. In buying under exceptionally favorable conditions and in large quantities a rate so low as one quarter of a cent per running inch may be secured, but I am confining my discussion to the typical advertiser of moderate size.

The matrix manufacturer will wrap the matrices between corrugated boards at a cost of about eight cents a set and ship them by parcel post at an additional cost of but a few cents per package, as the matrices weigh no more than so many sheets of thin cardboard. A good stereotyper can get out three hundred sets of mats, such as those under consideration, in a couple of working days, beginning to ship to the most distant points on the list an hour or two after receiving the patterns, if haste is a factor. Few electrotypers could duplicate the speed.

If You Are  
A National Advertiser

# You Need This Book

Many things you would like to know about the rich and profitable field in the Southwest are told in this book.

It has a remarkable story.

In it the publishers have compiled and tabulated the reports from nearly ten thousand retail merchants in Texas, Arkansas, Oklahoma and Louisiana.

"Trademarked Advertised Goods" contains the **true reports of actual results**. It also gives general information about bank deposits, land owned by farmers, crop yields and their value, and countless big points that every advertiser ought to know. Its reading will be interesting and mighty profitable for you.

Community co-operation has made, and is now keeping, this field an ideal one for the advertising manufacturer.

Here is a big territory. It's made

up of the most productive tracts on the southern coast — orchards, vineyards, vast cotton plantations, wide stretches of corn and small grains, interspersed with prosperous towns and thriving cities.

The bountiful returns from recent crops here give the people an astonishing ability to buy what you have to sell.



## How To Get It

This book will be sent **FREE** to any interested advertiser, Advertising Agent, or Advertising Representative.

Requests must be made on regular business stationery, as the book will not be sent on postal card requests, nor will it be sent to mere curiosity seekers. The edition is limited—write today.

The good will of both retail merchant and consumer toward advertised goods has been earned through the work of Holland's and Farm and Ranch.

The people have gained many things through these two publications. In their columns you can tell a story about your goods that will find a hearty response.

"Trademarked Advertised Goods" tells how you can turn this good will to your credit.

Write us for a copy today.

**Farm & Ranch**

Covers the Southwest

**Holland's**

Reaches Southwestern Homes

**DALLAS, TEXAS**



Matrices are either beaten down into the depressions of the pattern plate by hand with a stiff brush or are made by machine. The cost differs little if any; some prefer the hand-beaten mat and others insist equally firmly on a machine-made mat. My own choice has always been the hand process. The machine-made matrices will be more uniform, but will rarely have the depth and sharpness of a matrix beaten by a man who knows his business.

The pattern plates for this work should be molded well down to the shoulder of the type, but the large blank spaces which occur in nearly every advertisement should not be built up so high in the wax as for a similar printing plate. Building up high in the wax means an equal depression in the electro, and when the matrix paper is pressed into such a deep depression, it is very likely to crack. The electrotypist should be cautioned about this and also to have the copper shell extra heavy to stand the strain of a long run of matrices.

When the matrices are received by a paper, stereotype metal is cast in to them, trimmed type-high and the plate is ready to be inserted in place in the type page.

#### LIMITATIONS AND VALUES OF MATRICES

With anything like good handling, and when the type of an advertisement is not less than eight-point, a matrix results in a clear-cut imprint in every practical way as effective as that from an electro. With smaller type or with cuts having fine detail, matrices become less surely efficient, tending to give a muddy imprint unless especially well made or carefully handled in the newspaper plant. Running leads through small type will help to a great extent. It is rare that a half-tone can be successfully reproduced from a matrix, as it must always be remembered in sending out a mat that no paper will print direct from the stereo cast from it, but from a second stereo, so that the final imprint is from a plate four steps from the pattern plate.

Some publishers do not get such good results from matrices as others, but a little experience or inquiry will soon result in the advertiser securing a list of papers to which it is perfectly safe to send mats.

When a series is to be repeated many times or when the type or cuts demand them, electros may be best for all papers, large or small. If so, they can be economically made and distributed as suggested for plate papers, but without bases or flanges for the large papers, as they can supply their own metal base for any advertisement, which saves the cost of the base and about a quarter of a cent per column inch on the electro.

But for advertisements which will have only a few repetitions, and which are suited to the process typographically—as the great majority are—matrices afford a means of quickly and economically placing advertisements in the papers' hands, which is a joy to the advertising manager who knows how and when to use them. Nowhere do they fit in more handily than in the experimental stages of a campaign, when frequent changes of style and copy may be desirable and electrotypes would be so costly as to limit freedom in that direction.

#### THE PROBLEM IN FOREIGN FIELDS

If the campaign is so ambitious as to include foreign countries, it will be found that the larger papers in Great Britain can handle matrices with gratifying skill, while the smaller ones, both daily and weekly, have been already trained to use sliding-top electros by one or two American advertisers, and seldom report any difficulty. The same is perfectly true in Canada.

In South Africa and India, and to a great extent in Australia and New Zealand, I have never been able to secure respectable service from matrices. This is due entirely to climatic conditions which ruin the matrices before they can be used, therefore electros or stereotypes must be sent. The important papers in these countries have no trouble with the patent bases.



The above refers, of course, only to the papers printed in English. In India the problem of supplying copy to the hundreds of native papers printed in the vernacular is a most interesting one.

It is cheaper to make matrices and electros in this country and ship in bulk to England, India or South Africa, but the higher duty on mats and electros in Australia and Canada make it more economical to have the plates prepared in those countries. I do not know of any Australian electrotypers equipped to supply the sliding-top plate, but it can be had in Canada at a price about equal to the lowest United States prices, plus duty.

Do not make the mistake of having plates for New Zealand made in Australia. American plates are vastly cheaper and better, and the New Zealand tariff is not heavily preferential toward Australia.

This question of plates is a mighty serious one, not above the careful consideration of the most high-browed advertising man, because it is a matter of plain dollars and cents for his employer. And that is just what, in the last analysis, he is hired to look out for.

#### MUNYON'S TESTIMONIALS BURNED

On Thursday, March 20, fire completely destroyed the main building of the Munyon Homeopathic Home Remedy Company, at Fifty-third and Jefferson streets, Philadelphia. The loss was estimated at \$200,000.

President Munyon declared he had less regret for the loss of his building and its contents, about a fourth of which was covered by insurance, than he did for his collection of testimonials made up of letters and photographs. In all, Dr. Munyon said in an interview, were 200,000 letters and 3,000 photographs.

#### O'DONNELL LEAVES PHILADELPHIA PRESS

Hugh A. O'Donnell, who for four years has been business manager of the Philadelphia Press, will sever his connection with that newspaper on April 1. Mr. O'Donnell will tour Europe gathering information to be used in a series of travel lectures upon his return. He is well known as a public speaker and lecturer.



## It Endures

The highest tribute that could be paid to a policy of sane and liberal advertising is to say that it endures. Over 50 years ago the makers of

1847

ROGERS BROS.

"Silver Plate  
that Wears"

Old  
Colony

started to advertise this brand of silverware and the result has been that today it is known in every city and hamlet of America, and quite generally throughout the world. An impressive example of truthful publicity of an article of merit.



INTERNATIONAL SILVER CO.  
Successor to Meriden Britannia Co.  
MERIDEN, CONN.

# VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR FEBRUARY

(Exclusive of Publishers' Own Advertising.)

The following figures with the exception of those indicated by asterisks, are taken from the report compiled by the Washington Press Bureau:

## WEEKLIES

	General and Class Adv.	Live Stock and Classified Adv.	Total.
Breeder's Gazette .....	57,314	53,040	110,350
Iowa Homestead .....	74,047	35,395	109,442
Farmer's Mail & Breeze .....	70,135	27,360	97,504
Wallace's Farmer .....	66,578	20,142	86,720
Farmer .....	70,323	12,553	82,876
Hoard's Dairyman .....	62,752	17,278	80,030
Kansas Farmer .....	48,872	23,810	72,682
Ohio Farmer .....	60,634	3,942	64,576
Wisconsin Agriculturist .....	59,149	5,519	64,668
Farmer & Stockman .....	48,639	11,918	60,557
Nebraska Farmer .....	47,535	15,530	63,065
*Orange Judd Farmer .....	61,120		61,120
Northwest Farmstead .....	48,707	8,262	56,969
Indiana Farmer .....	48,133	8,587	56,720
*American Agriculturist .....	54,850		54,850
*Michigan Farmer .....	49,696	2,987	52,683
*Weekly Kansas City Star .....	51,577		51,577
20th Century Farmer .....	45,628	3,623	49,251
*Country Gentleman .....	45,457	3,606	49,123
Farm & Ranch .....	42,080	6,152	48,232
Wisconsin Farmer .....	43,041	5,284	48,325
*New England Homestead .....	46,334		46,334
Farmer's Review .....	44,575	385	44,960
*Missouri Ruralist .....	25,161	18,040	44,101
N. W. Agriculturist .....	39,831	1,950	41,787
Farmer's Guide .....	39,193	11,218	41,711
Farmer & Breeder .....	28,278	9,320	37,598
*Southern Farming .....	32,000		32,000
*Pennsylvania Farmer .....	21,485	1,072	22,557
Farm Magazine .....	16,887	465	17,352

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month.

## SEMI-MONTHLIES

	General and Class Adv.	Live Stock and Classified Adv.	Total.
Dakota Farmer .....	65,480	16,743	82,223
*Farm & Home .....	68,705		68,705
Farm, Stock & Home .....	49,705	1,453	51,158
Farm & Fireside .....	47,933		47,933
Prairie Farmer .....	38,757	4,764	43,521
*Southern Ruralist .....	37,555		37,555
Southern Agriculturist .....	25,715		25,715
*Western Farmer .....	20,118	1,274	21,392
Up-to-Date Farming .....	19,043	510	19,559
*Oklahoma Farmer .....	14,381	4,161	18,542
Missouri & Kansas Farmer .....	17,982	417	18,400
Iowa Farmer .....	16,165	780	16,945
*Nebraska Farm Magazine .....	16,279	191	16,473
Farmer's Voice .....	11,103	2,698	13,801
Home & Farm .....	12,002	415	12,417
Illinois Farmer .....	11,585	100	11,685

## MONTHLIES

*Fruit Grower & Farmer .....	38,009		38,009
*Southern Planter .....	32,340		32,340
*Agriculturist Epitome .....	14,800		14,800
*The Farmer's Wife .....	12,446		12,446
*Farm Press .....	11,555		11,555

## CANADIAN

*Family Herald & Weekly Star .....	62,955	55,065	118,020
*Canadian Farm .....	34,036	9,480	43,522

(Continued on page 100)

# Keeping on the Right Road

It is not a difficult matter when the guide posts can be easily read.

Advertisers seeking a short and straight highway to the homes of well-to-do country people, will find in the following excellent guides to their destination.

We extract briefly from some communications received at this office during the two weeks ended March 12th, 1913.

"The Breeder's Gazette is the best farm journal published," Ivanhoe Whitted, Editor Spirit of the West, Des Moines, Iowa.

"I find more information about stock farming in The Breeder's Gazette than in all other papers put together. I shall always find money enough to pay for the good, sound, thorough Gazette," John F. Wiecek, Green County, Wis.

"The Gazette is our stock bible. I never miss an opportunity to interest a neighbor in it," W. U. Scott, Madoc County, Calif.

"I congratulate The Gazette upon its success. It does great good to mankind both in country and city," J. W. Darrah, Fillmore County, Minn.

"Our country is flooded with little 'phony' farm journals at 25c to 50c a year, but for mine give me The Gazette," Jos. Bertram, Jennings County, Ind.

"You are publishing the very best farm journal in the entire country. It should be in the hands of every young farmer in the South," Wm. H. Magness, Warren County, Tenn.

"I recently sold ten bulls through my advertisement in The Gazette. It surely goes to the right men," Jos. Shaver, Kalona, Iowa.

"Have sold all my cattle and wish to acknowledge good results from The Gazette. My sales were all made through my advertisement in your columns," J. T. Judge, Carroll County, Iowa.

"I have taken The Breeder's Gazette for about twenty-five years. It grows better every year, and has been a great help to me in every way. It is clean and honest. A great paper for the farmer," J. L. Carithers, Gibson County, Ind.

The foregoing are not presented as anything unusual, or out of the ordinary. Such letters come in every mail.

If you are not familiar with the character and the make-up of The Gazette, please ask us to send you a recent issue. Perhaps you haven't seen a copy for some time. We think there has been an improvement in its make-up in every way, and we should like to demonstrate that fact to your satisfaction. Kindly address

"The Gazette is the grandest paper published," J. N. Robinson, Dodge County, Nebr.

"The matter contained in The Gazette is of such high quality and so reliable that the paper seems to be in a class by itself," N. C. Maris, Salem, Ore.

"The Gazette is surely living up to its standard of excellence. Each succeeding issue is, if possible, better than the other," J. W. Sarff, Aitken County, Minn.

"The information that I have received from The Gazette has netted me enough to pay my subscription for a lifetime, and then some," Patrick Madden, Nez Perce County, Idaho.

"I consider The Gazette the greatest farm journal that it has ever been my privilege to read. It is doing a great work for better farming in this country," C. C. Saffer, Loudoun County, Va.

"My advertisement in The Gazette brought a buyer for the Morgan stallion, Goldhope," L. L. Dorsey, Anchorage, Ky.

"The Gazette has given us results this season from Pittsburgh to the Pacific, and to New Mexico on the south," A. Nevins & Sons, Modesto, Ill.

"I have had 127 inquiries for Jersey cattle and Berkshire hogs that came from Gazette readers since January 1st. It is hard to see how a paper could do more for an advertiser," Rodney H. Swift, Libertyville, Ill.

"The Gazette has sold so much poultry for me that I cannot supply orders. It reaches people who are willing to pay what good stock is worth," F. C. Bartlett, Loraine County, Ohio.

## The Breeder's Gazette

542 South Dearborn Street - - - Chicago, Ill., or

George W. Herbert, Inc.,  
First National Bank Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
41 Park Row,  
New York, N. Y.

(Continued from page 98)

The figures below were unavoidably omitted from the regular January Agricultural Summary published February 25.

## WEEKLIES

	General and Class Adv.	Live Stock and Classified Adv.	Total.
Breeder's Gazette .....	50,278	52,123	102,701
Wisconsin Agriculturist .....	45,774	5,347	51,321
National Stockman & Farmer.....	44,712	6,110	50,822
Ohio Farmer .....	43,029	2,062	46,291
Rural New Yorker.....	39,557	2,455	42,002
Wisconsin Farmer .....	36,208	5,004	41,872
Indiana Farmer .....	33,895	6,948	40,843
Michigan Farmer .....	35,918	2,705	38,623
Progressive Farmer .....	30,477	6,781	37,258
Farmer's Guide .....	29,317	6,904	36,221
Farmer's Review .....	28,238	322	28,560
Practical Farmer .....	24,313	781	25,094
Pennsylvania Farmer .....	15,482	1,016	16,498

## SEMI-MONTHLIES

Southern Ruralist .....	32,602	2,146	34,748
Farm and Fireside .....	30,804	219	31,113
Southern Cultivator .....	19,433	1,004	21,097
Southern Agriculturist .....	14,359	3,782	18,142
Home & Farm .....	11,023	297	11,920

## MONTHLIES

*Fruit-Grower & Farmer.....	29,326		29,326
Southern Planter .....	29,988	5,800	29,788

## CANADIAN

*Canadian Farm .....	30,684	10,733	41,417
----------------------	--------	--------	--------

SIDELIGHT ON EXPOSITION  
MEDAL.

Perhaps you read French. That will make it all the better, because the letter will be from Paris, France, Rue de la Something, and will be couched in elegant commercial patois. The letterhead will be decorated with "L'Exposition Internationale et Concours Commercial" (or words to that effect).

After having the letter translated you will discover that it is an invitation to you to exhibit your products "of the most great virtue" at this international exposition and congress of commercial products in the hall at the Rue de la Something.

This, *sans* doubt, greatest collection of articles will serve to introduce your firm to the richest peasantry in the world and the prizes awarded will consist of golden and silver medals, silk inscribed banners and all the most "hongswoing" acknowledgments that the Committee Honorable of the Awards can conceive.

The letter further states that you will be visited by Monsieur Dumont, Commissionaire of the Exhibits, who is on tour of the United States.

After a discreet silence of three or four weeks, you will be visited by a man, good honest American he is, too, who will tell you that he has been delegated by "Monseer" Dumont to call and "Monseer" Dumont is ill in New

York and won't be able to get around as he expected.

The substitute sizes you up. If you will bite with the simple exposition plan in the hope of winning a medal, that's all the offer he will make. If a suggestion or faintest hint that you might be one of the lucky ones provided—then the hint will be dropped. To some he will make the offer outright. "For so much," we will see that you draw the Grand First Prize. You will be the only exhibitor in this class and, of course, you will get the medal.

To diagram this scheme, we might say that the whole thing is organized on a business basis and is run well inside of the law. There is a room in a building in Paris in which your product is displayed, a Committee goes through all the motions of awarding a prize and you do receive a very good medal. The whole point in question is this: what is an award of merit that you can buy in the open market worth to you? It will fool your people, to be sure, but what satisfaction will you gain from it?

First prizes at real expositions can be bought in this way but you will find it hard to prove anything on anybody. These businesses are run by clever men. They make certain that they shall have everything to bolster up the appearance of actuality. It is like everything else, some are good and some are bad and you must investigate.—"How Fakers Fake," Rochester Chamber of Commerce.



## JEFFERSON POWDER COMPANY

MANUFACTURERS OF

# JEFFERSON DYNAMITE

BIRMINGHAM, ALA. March 12, 1913.

Southern Ruralist,  
Atlanta, Ga.

Gentlemen:-

Attention of Mr. L.D. Nichols, Adv. Mgr.

We doubt you will be pleased to learn that we have made a careful check of the prospects received from our three months advertising campaign in Southern Farm Journals and News-papers.

We have credited the Southern Ruralist with a total of 540 inquiries and \$862.86 in actual sales.

This is an excellent showing for the introduction of a new proposition, and when these inquiries have been thoroughly worked out, we believe that our sales in this department will be doubled.

You will certainly get a larger share of our next appropriation and we hope that this information will be of some service to you.

Yours very truly,

JEFFERSON POWDER COMPANY,

*Philip Nichols*  
Advertising Manager.

PWN-PIC.

No matter whether it is  
Duck Eggs  
or Dynamite

The  
**Southern  
Ruralist**

gets results

Guaranteed Net  
Paid Circulation  
**150,000**

Present Circulation over  
**175,000**  
Twice a Month

Rate 75 cents per line flat

**Southern Ruralist**  
Atlanta, Ga.

# Dynamite will double the fertility of your soil

**SUCCESSFUL FARMERS** are commencing to see the value of dynamite. They realize that dynamite, properly used, affords the cheapest, quickest, easiest and most completely effective means of perfect sub-soiling—of increasing the fertility of the land—of making cultivation easy and simple.

They have discovered that with the use of Jefferson Dynamite they can break up the ground as deep as they wish—pulverize the soil—destroy the hard-pan—remove all rocks, roots, stumps or other obstructions.

## FREE BOOK TELLS HOW

If you will fill in and send us the coupon we will mail you at once, entirely free, our interesting illustrated book which tells you, plainly and simply, how at a merely nominal expense you may increase the production power of your land 25 to 100 per cent. How you may increase its natural fertility so that it will return a "top" yield without the aid of artificial fertilizers. How you may dig ditches, plant trees, remove stumps and boulders. How you can do all this cheaply, quickly, easily and safely by our methods.

Send the Coupon today.

**Jefferson Powder Co.**

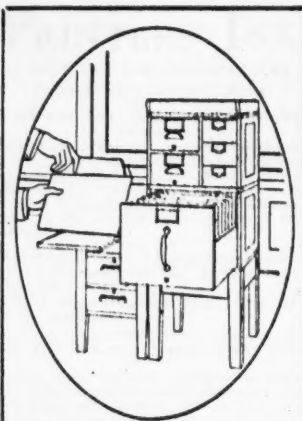
1207 Empire Building  
Birmingham, Alabama

Jefferson Powder Co.,  
Birmingham, Ala.

Send me at once, entirely free, your illustrated booklet showing Jefferson explosives.

Name \_\_\_\_\_

Address \_\_\_\_\_



## A Convenience

You have letters, plans, proofs, text, rates, specimens and personal papers you do not want to trust to the general files.

File them in a Globe-Wernicke Unifile close to your desk, where they are easy of access.

Globe-Wernicke Unifiles are inexpensive and may be added to a unit one at a time as needed. Imitation oak and mahogany. Authorized agents in 1500 towns and cities. Where not represented goods shipped direct, freight prepaid.

Illustrated catalog free.

Address Dept. P D 810

**The Globe-Wernicke Co.**

Cincinnati Ohio

Branch Stores: New York, 380-382 Broadway; Chicago, 231-235 So. Wabash Ave.; Washington, 1218-1220 F St., N. W.; Boston, 91-93 Federal St.; Philadelphia, 1019 1014 Chestnut Street; Cincinnati, 128-134 Fourth Ave., E.

**Globe-Wernicke**  
**Unifiles**

**Steel and Wood**

## EXPLANATION OF FORD MOTOR CAR COPY

Norval A. Hawkins, sales manager of the Ford Motor Company, told "the story of the Ford" recently before the Detroit Aircraft Club, incidentally answering those who have criticised the peculiar display of the Ford copy. After describing the Ford organization he said:

"The Ford Company believes in advertising. It knows full well what a tremendous power advertising really is. The right sort of advertising should reduce the selling costs by increasing the demand and consequently lowering the cost of manufacturing and distributing.

"Ford's small space and peculiar copy are being commented on all over the country. Some of the comments are favorable and some are unfavorable—but at any rate, so long as interest is excited, the ads are probably read, and we benefit accordingly.

"To-day there are 500 things offered to readers' attention where there were twenty a decade ago. News and stories, gossips and books and advertisements almost without end, fairly yelling for attention. If more of us got into the receiving end of our advertising the copy turned out would probably pull more prospects, and, you know, to-day's prospects are to-morrow's business builders to a far greater extent than to-day's buyers.

"Advertising is not unlike any other operation in business requiring a few well-grounded principles—backed with an ordinary supply of common horse-sense.

"Besides, an advertisement must make a successful appeal to the eye if it is to force the hand to the pocketbook, so use taste in the layout.

"Don't advertise anything for a dollar that isn't worth a dollar.

"Good, truthful advertising, supplemented by a correspondingly worthy product, sold by intelligent, clean and courteous salesmen and backed by service that is prompt and fair, will seldom fail

to bri  
succes  
we al

COU

Editor  
As  
of wh  
might

being  
black  
well.  
The  
mass  
little  
celle  
comm  
publi  
stud

At  
appo  
doll  
The  
\$250  
to a  
mobi  
espe

CR

E  
of t  
the  
Yor  
ber  
on

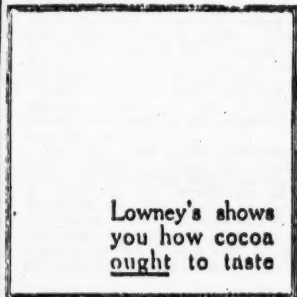
P

C  
pub  
Tri  
day  
in  
cou

to bring to any manufacturer the success and prosperity for which we all are so earnestly working."

### COURAGE IN SMALL SPACE

NORTH BRITISH SECURITIES  
MONTREAL, March 16, 1913.  
Editor of PRINTERS' INK:  
As an example of courage in the use of white space, I thought the enclosed might interest you. The same matter is



being used as a street car card in plain black writing on white. It shows up well.

This advertisement stood out from a mass of advertising in the paper, said little but meant much. I think it is excellent, and would be glad if you would comment upon it in your most valuable publication, of which I am a devoted student.

Yours faithfully,  
H. B. TAYLOR.

### RECEIVER FOR BERGDOLL MOTOR COMPANY

Attorney Frank A. Harrigan has been appointed receiver of the Louis J. Bergdoll Motor Company, of Philadelphia. The company's liabilities are about \$250,000, while the book assets amount to about \$118,000, consisting of automobiles, auto parts and motors designed especially for the Bergdoll cars.

### CRISWELL LEAVES "ANNALIST"

Edgar G. Criswell, lately in charge of the business end of the *Annalist*, the weekly financial paper published by the New York Times, will become New York district secretary of the Chamber of Commerce of the United States on April 1.

### PUBLISHER SWEDISH "NEWS-TRIBUNE" DEAD

Charles F. Erikson, for eight years publisher of the consolidated Swedish *Tribune-News*, Chicago, died on Sunday, March 10. Mr. Erikson was born in Sweden in 1866 and came to this country in 1877.

## One of Many

Editor Farm Press:

It is my opinion that the announcement in your paper headed "LOOK OUT FOR MONEY MAKING MATERIAL THAT WILL APPEAR IN FARM PRESS THIS YEAR," as follows:

1. How to raise alfalfa and get four to five tons per acre.
2. How to raise one hundred bushels of corn instead of thirty-five to fifty.
3. How to be your own soil doctor and restore the fertility of your farm.
4. How to run a dairy for profit and make every acre support one cow.
5. How to make money on meat animals on land worth \$200.00 an acre.

is by far of the greatest importance. I think there is no doubt but that the above will interest more of your readers, and is of more importance to the readers and farmers in the United States, and covers more ground, and is of more benefit to all people than any other.

Geo. W. Teho.

"Editorial excellence brings its own reward"

## FARM PRESS

Duane W. Gaylord, Adv. Mgr.  
CHICAGO

Wm. H. Hogg, Eastern Rep.  
225 Fifth Ave., New York



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 112 WEST 38TH STREET, NEW YORK CITY. Telephone 1094-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 11 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOTIS, Manager.

St. Louis Office: Third National Bank Building, A. D. McKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.00. Further information on request.

JOHN IRVING ROMER, Editor.

New York, March 27, 1913

*The PRINTERS' INK model statute signed by Governor Cox of Ohio, February 26, 1913.*

*The PRINTERS' INK model statute signed by Governor Eberhardt of Minnesota, March 11, 1913.*

## Publicity In Corporation Reports

A little while ago the American Bank Note Company made its annual report to the stockholders and published it, with President Warren L. Green's accompanying explanation, as a half-page ad in several of the New York City papers. It is a report which for frankness has few parallels among the reports of the great corporations, and in some respects goes even further than those of the United States Steel Corporation and the American Telephone and Telegraph Company.

Like these corporations, the Bank Note Company has frequently been assailed because of its alleged monopolistic character in certain regards, and like them

also, it has now found it better business to abandon the policy of silence in the face of these attacks for one of full publicity. The use of large advertising space for this purpose is, we believe, unprecedented in corporation history, and by its very iconoclasm will probably hasten all along the line the change that we know to be inevitable.

Big business is turning psychological. In these days of great corporation needs and connotated sensitiveness, it is evincing a dawning perception of the power of public opinion and the laws by which it is governed.

There have been very good reasons why the officers and directors of many of the large corporations have not brought their deeds to the light, but the experience of the American Bank Note Company shows how little the directors and officers of many other corporations need fear the light, and suggest how other large concerns now under fire can take their case directly to the public.

It is not the purpose of these remarks to discuss the merits of the case, but to call attention to a new development in corporation advertising. A careful reading leaves one rather with a sense of wonderment that the company should have delayed answering so long.

But now that it has done it, it has certainly done it well. The report is a model for other corporation reports. In addition to giving the commonly required facts and figures, it takes all business and its sources of income and exhaustively analyzes them, and to supplement this President Green ultimately grasps the nettle of the stock exchange relations about which most of the attacks on the American Bank Note Company have centered and analyzes them with great particularity from every conceivable angle. We quote an illuminating paragraph or two:

An erroneous impression prevails in some quarters as to the importance of this branch of the company's output. The proportion of the company's business which has consisted of work listed on the Stock Exchange during the past five years has averaged but 8.7 per cent of the total volume.



The statements made at various times to the effect that the Exchange or its officers or members have a controlling or any considerable interest in the American Bank Note Company are untrue.

But six members of the New York Stock Exchange are stockholders in the company, and they hold a total of 1,840 shares, which, it will be seen, is barely 1.03 per cent of the total capital stock of the company. In addition to the six individual members of the Exchange who are stockholders in the American Bank Note Company, there are twelve stock exchange brokerage houses who hold 4,980 shares of stock. Whether the stock bought in the names of these houses is their property or is carried for customers, we do not know.

Four thousand nine hundred and eighty-six shares so held is approximately 3 per cent of the company's outstanding stock.

The New York Stock Exchange has 1,100 members. From the foregoing statement it will be seen that but 133 per cent of the membership of the Exchange are individually, or through their firms, holders of stock of the company, and that all such firms and individuals together hold a total of but 4 per cent of the company's stock.

Compare this with the generalities in the average corporation report. What investor but has fumed over the way it lumps real estate, good will, machinery and patents in one figure so that it is impossible to tell whether one item is appraised at, say, \$1,000,000 or \$10,000,000? The new report is not so bare as these nor so elaborate as the expensive railroad reports demanded by the Government. It is the popular mean.

We are confident that the American Bank Note Company is going to find this publicity very beneficial, and that other corporation officers and directors are going to realize it for themselves. In this sense the report and its publication may be considered as epochal.

**The Parcel Post and the Big Mail-Order Houses** William M. Townsend, who is to be the Eastern manager of Montgomery Ward & Co., of Chicago, says that, contrary to the general belief, the parcel post has had very little, if any, influence on increasing the mail-order business.

"The large mail-order houses,"

he says, "had nothing to do with fostering the parcel post law, in spite of the prevalent opinion."

Both of these statements are undoubtedly correct. It is true that the large mail-order houses did not exert themselves to deny the charge that they were working for the law. They probably figured and hoped that that attitude would help to defeat it.

What was there in the parcel post for them but more competition? The difference in cost between the old express rates and the new postal rates suggests the smaller amount of capital needed to do a mail-order business. It also puts the mail-order idea into the minds of scores of manufacturers and others who would not otherwise have thought of it for years, perhaps.

But, as a mail-order business does not start up overnight, it is not strange that nothing appears to have happened yet. Let's wait a while.

**Watch Publishers' Service Departments Grow** A very hopeful sign in these latter days of advertising is the steady increase in the number of service departments conducted by publishers to aid space buyers in using space wisely. The idea is, of course, not practical in all fields, but there are a number of cases where it has proved very successful.

With his intimate knowledge of his subscription list, the publisher is in a position to render advertisers great service. And, as is usually the case, the rendering of service is bread cast upon good waters, for with the increase of returns, advertisers are ready to increase the size of their advertising appropriations. A well-conducted service bureau is a profit rather than an expense to the publisher.

In the old days the publisher thought his responsibility was ended when the sale of space was closed. He has seen some new light. He has joined hands with others in the advertising field who

have learned that in the long run the service policy pays.

Incidentally, the service-department idea has opened up a broad new field for the versatile young advertising man.

### **Can Dissatisfied Faction Among Dealers be Lessened?**

The *Merchants' Trade Journal* of Des Moines, Ia., has made an investigation and finds that ninety-five out of every hundred storekeepers in this country are ready to sell out. It has discovered, too, that these storekeepers are not only eager to sell out, but that the only condition of sale they propose is that the purchaser shall give them back merely what they have paid for stock and fixtures!

Such is the condition of affairs that confronts advertisers marketing through dealers to-day. Those who claim to be on good terms with retailers may contend that the *Merchants' Trade Journal* puts its figures too high and that its conclusions have been jumped at. Nevertheless, an examination of the report, based, it is said, on five years of investigation, will convince anybody that the number of dissatisfied merchants in this country is very much too large. The actual percentage is not so important as the fact that the tendency of retailers is toward a disgruntled state, rather than a contented one, and that for the first time an attempt has been made to show that far too many are disgruntled.

Any discussion of this question will involve the retailer's attitude toward advertising, national and local. In the past ten years, for instance, methods of distribution of merchandise have been revolutionized by so-called national advertising. What has the average retailer done to keep pace with this movement? How many of these dissatisfied merchants have changed their own methods and are now trying to deal solely in goods with the reputation of national advertising behind them? How many of those who stick to

goods not nationally advertised, but assumed to be more profitable, are doing advertising of their own to clear their shelves? To what extent can the force of national advertising supplement the advertising which the retailer formerly did alone?

Here is a task for the various advertising clubs of America. Granted that there is a growing demand on the part of customers for nationally advertised goods; granted that too many retailers are dissatisfied with merchandising conditions as they exist; is their dissatisfaction the result of their refusal to comply with this demand? Or is it a result of their having acceded to it at a loss to themselves? If the members of the A. A. C. of A., for instance, would find out, they would do much for the cause of good advertising.

"Are you giving nationally advertised goods a fair trial in your store?" "Has your test of nationally advertised goods anything to do with whatever desire you have to sell out and retire?" "Do you know nationally advertised goods when you see them?" "Do you recognize the demand for nationally advertised lines as a force to be reckoned with in your business?" "Do you welcome this force or do you protest against it?" These are questions that might be asked the retailers of this country by individual members of the Associated Advertising Clubs of America with the hope of getting fairly accurate answers, provided a systematic personal method of reporting were adopted.

The members of the A. A. C. of A. supposedly stand very close to the retailer. Supposedly, too, they stand very close to national advertising. Their success in such a venture would depend very largely on their ability to get true answers to these questions by personal contact, *not with twenty-five retailers, but with twenty-five thousand.* At any rate, the suggestion that too many of these twenty-five thousand are dissatisfied with their lot ought to be good ground to work on.

# The Reader's Confidence

LIFE'S responsibility toward its readers increases as our circulation grows.

We recently received three complaints from readers about delay in receiving goods ordered and paid for from one of LIFE'S advertisers.

We notified the advertiser that we would not accept additional business from him. He was perfectly honest but careless in acknowledging letters and making prompt shipment.

Lax treatment from one advertiser unseats the reader's confidence in LIFE and all advertisements therein, hence our decision not to accept additional business from this advertiser.

Guarding the confidence of our readers is the best protection for LIFE'S advertisers we know of.

This instance is but one of many showing how we recognize our responsibility toward our readers.

**MARCH—LIFE'S 'biggest month in 31 years**

GEO. B. RICHARDSON, Advertising Manager, 31st St., W., No. 17, New York  
B. F. PROVANDIE, Western Manager, Marquette Building, 1203, Chicago

## THE TRADE-MARK VS. THE PRIVATE BRAND

VIEWS OF PHILADELPHIA RETAILERS—MANY MERCHANTS, GROWN PROSPEROUS, ADOPT PRIVATE-BRAND GOODS, AND GRUDGINGLY CARRY THE ADVERTISED BRAND—WHAT THIS MEANS TO THE MANUFACTURER

By Richard A. Foley,

Of the Richard A. Foley Advertising Agency, Philadelphia.

Careful trade investigation made by a corps of men in my organization has shown that the biggest market for many trade-marked brands, especially those sold by haberdashers and smaller department stores, is in towns of from ten to one hundred thousand inhabitants.

When the trade-marked article gets to the larger city the market is more difficult for the simple reason that, even in proportion, much larger appropriations are required to "put it over."

When the successful specialty store expands and rises to the dignity of a small department store—

When the "storekeeper" becomes a "merchant"—

He begins to think about "private brands."

And in the larger cities such as New York, Philadelphia and Chicago, the more successful haberdashers follow the lead of department stores and exploit private brands rather than advertised trade-marked articles *whenever they can*.

This would be 100 per cent of the time were it not for the consistent advertising done by the larger manufacturers or jobbers of trade-marked hosiery, underwear, neckwear, hats, collars and other accessories of the masculine wardrobe.

The reason is quite simple—the department store or the large specialty store claims that its own advertising will carry its own goods—that it does not need the nationally advertised article.

Furthermore, repeat orders—the customer coming back the second and third time for the same article and then spending money for

other things in the store—constitute a big factor in the scheme of retail business.

The larger haberdashers, in the big cities especially, push private brands because they claim their individual recommendation is stronger than national advertising. That this statement must be taken *cum grano salis* is obvious.

As a matter of fact, the department stores and large haberdashers sell a large quantity of *strongly and consistently* advertised and trade-marked goods.

The issue is a simple one:

The manufacturer must either trade-mark and advertise his goods and keep at it, or he must enter a cut-throat, cut-price competition to get private brand production.

But let us see what prominent Philadelphia dealers have to say about trade-marked vs. private-brand goods.

Samuel MacDonald, of the firm of MacDonald & Campbell, probably one of the most successful in this country, said:

"We prefer to carry everything possible under our own name. We feel that our name is as good as any and better than some. Of course, there are some things we are obliged to carry to meet demand for them—gloves, Fownes and Perrins; shirts, Earl & Wilson. We carry B. V. D. We carry Arrow collars but not their shirts.

"There is no reason why we should display high-class advertised brands in our windows. Everyone knows that everybody keeps them.

"When you handle advertised goods you must sell at a price fixed by the manufacturer. Furthermore, you can't as a usual thing get an exclusive agency for them.

"We were stocked up once with \$9,000 worth of a trade-marked shirt. In April a department store had a reduction sale of them. They did this in spite of the fact that no one was supposed to reduce the price until mid season. We were put in a very unpleasant position."

The manager of Jacob Reed's

# We Are Not Philanthropists

---

---

STRANGE, BUT TRUE

---

---

We do not solicit jobs that have no profit in them, but we do give a full dollar's worth for a dollar, *plus* real service. Service which includes co-operation of a kind that wins letters like this from Motor Boat Publishing Co.:

*"We desire to thank you for the excellent service rendered us in the production of our December 10th Builders and Buyers Annual, and to compliment you on your most effective staff. We doubt if there is another printing establishment in New York City that could render as satisfactory service."*

If service means anything to you, you will ask us to show you how such letters come to be written. There are several such from concerns you know in our little book "A Feather in Our Cap." Send for a copy.

---

---

CHARLES FRANCIS PRESS

30 West 13th Street - - New York City

Sons, speaking of the private trade-mark value, said:

"We prefer to carry goods bearing our name. It pays better and gives us additional advertising. Of course there are certain brands we are forced to carry because of large demand."

Mr. Sharpless, of Sharpless & Sharpless, said:

"We carry Cluett Peabody's shirts and collars and Manhattan shirts, Fownes and Perrin's gloves, 'Onyx' and 'Interwoven' hosiery.

"We prefer to and do carry most of our goods under our own name. We make a larger margin of profit in this way and our name on the goods acts as an advertisement for our firm.

"I have tried making a window display of one particular article to the exclusion of others. I even applied to the manufacturer for materials to make this display. But I did not find it very profitable. I have tried nothing of this kind since."

The display referred to was of lightweight underwear. They had displayed, the day of the interview, in their windows, Arrow collars and Manhattan shirts.

Mr. Hoar, of Howard S. Hoar, a prominent haberdasher, takes a different view:

"We are forced to carry many labeled articles and find they pay exceedingly well. Among them are B. V. D., Cluett Peabody shirts and collars, Earl & Wilson shirts and collars, Young Smith Field underwear.

"I believe in the advertised article every time. A window full of well-known articles will bring people into your store. Another advantage is that you don't have to keep a big stock on hand. You let the manufacturer carry the stock for you. An advertised article has a reputation to sustain and must be made right. Of course, the advertising the manufacturer does is helpful to you. You would lose many a sale if you did not carry certain well-known brands.

"On the other hand, goods carried under your own name mean a steady customer to you, whereas

advertised brands may be had at many places beside your own.

"The reason that many people make larger profits off goods carried under their own name is that in many cases they buy inferior goods.

"Window displays are great trade pullers. It is a question of judgment what articles to display to the exclusion of the rest.

"I think the best way for a manufacturer to help the retailer push his goods is to select a certain day when every retailer in town shall make a window display of these goods. The manufacturer at the same time advertises in newspapers, giving a list of the retailers carrying his line. The two, working in conjunction, bring results.

"While we carry many advertised lines, we also carry some shirts and gloves under our own label."

It is noticeable that while some haberdashers say there is a larger profit in handling private brands, others take the stand that with a private brand they can give better value. For example, the well-known haberdasher, Becker, who has several stores and who consistently uses the *Evening Bulletin* for advertising, says:

"We would rather in every case put goods under our own name than a well-advertised brand. We can give better value this way. Of course, there are some labeled brands we are obliged to carry."

Andrew J. Coulter, a Chestnut street dealer, believes in the manufacturer fixing the price of his product and maintaining it:

"Some advertisers give a lot of publicity and fix the price of their goods as in the case of Arrow collars," he said. "This is good for the retailer. But some, as in the case of B. V. D., do not keep up the price, B. V. D. having been sold at times as low as 19 cents.

"I am a custom shirt maker and perhaps not a criterion of the retail furnishing situation. I tried keeping Manhattan shirts but my customers liked my make better.

"I keep very few advertised articles except collars, 'Holeproof' hosiery and Stetson hats. But I

do advertising on my own hook, i. e., I advertise my custom-made shirts. This brings people to my store. If I did not advertise I would be strong for all advertised brands of goods. A dealer must either advertise himself or get the manufacturer to do it for him."

Mr. Smith, of Marshall E. Smith & Bro., prefers goods under private brand.

"But," he said, "some advertisers of long standing have created a demand we cannot ignore,

though in many instances quality is sacrificed.

"We put our labels on everything that goes out, although we do not always cover up the maker's name. We find this method quite productive of results.

"We keep Cooper, Root and Carter underwear, Arrow and Triangle collars. All our shirts go under our name."

J. Danneberg, Eighth street above Chestnut, says:

"We are compelled to carry the

## Increase Your Business in Los Angeles

In Southern California the poster or painted bulletin is the most effective medium for reaching the masses. The people here live out of doors the year around, and are always on the go, availing themselves of the use of our superb automobile boulevards, fine drives and web of inter-urban trolley lines reaching for miles in every direction.

We can give you an all-over-town display, or we will place your posters in that section of the City inhabited by any particular class of people you wish to reach, and cover the automobile boulevards and trolley lines leading thereto with no waste circulation.

Come to Los Angeles with

**Thos. H. B. Varney.**

The service plant in California's  
most productive territory.

## Do You Wish To Reach the Medical Profession?



If you do, it will pay you to investigate

**"THE BIG SIX"**

—a combination of six of the foremost monthly medical journals of the country. At reasonable cost these publications assure an audience of over 100,000 different doctors every month. Send for full information.

**THE ASSOCIATED MEDICAL PUBLISHERS**

S. DeWITT CLOUGH, Secretary

M. W. CHILDS, Western Representative  
Tribune Building, Chicago, Ill.

A. D. McTIGHE, Eastern Representative  
286 Fifth Avenue, New York, N. Y.



well-advertised brands but would rather carry goods under our name. Quality would be better and profit greater.

"In off seasons we make special window displays. In January we displayed "Knotair" hosiery.

"Unknown goods can be sold by a good salesman but they won't bring return custom as a rule. People want well-known brands."

Mr. Reid, of Reid & Fort, one of the leading concerns of Philadelphia, prefers to place goods under the firm name. He says:

"We feel we can give better quality. We can then back up our own goods. Our own label brings returned custom. We carry very few advertised articles. This was our policy even before we were as large as we are now."

The smaller shops feel that advertised goods are "their salvation," as J. M. Cover, of Fifteenth street, puts it.

"I believe in advertised articles," says he. "It is the small man's only salvation. Wanamaker can afford to turn away trade by not carrying such goods but we can't."

It is plain that large dealers who advertise themselves can in some cases push their own brands to the exclusion of advertised goods. They say it is beneficial to them in that it gives them returned customers.

The smaller dealer must depend on the manufacturer to give him publicity. Therefore, to be successful, at least in Philadelphia, the manufacturer must by good quality and publicity create a demand that not only the small merchants, but the largest dealers cannot afford to ignore. And they must not allow price-cutting.

In the smaller cities this is about the case, and it follows that, in proportion to population, advertised goods are sold in larger quantities. The progressive manufacturer will find in the larger markets, therefore, a good field for cultivation. Employment of strong local media to back up the more general national advertising will put more trade-marked brands in that strong position which comparatively few now occupy.

## GOVERNMENT WILL NOT COMPROMISE WITH MISBRANDERS

CHIEF OF BUREAU OF CHEMISTRY  
OUTLINES HIS POLICIES—HONEST  
LABELS MEAN BIGGER SALES FOR  
MANUFACTURERS OF DECENT  
PRODUCTS

*By Dr. Carl L. Alsberg,*

Chief of Bureau of Chemistry, Wash-  
ington, D. C.

[EDITORIAL NOTE:—The following views of Dr. Wiley's successor are quoted from a recent address made before the Tri-State Wholesale Grocers Association in convention at Wilkes-ton, Del.]

I think we all realize that honest labeling is of the utmost importance to protect the consumers from fraud. Perhaps we do not sufficiently emphasize its other function, which is to protect the honest manufacturer from fraudulent competition. The honest label is a most important factor in the maintenance of a high standard of business morality.

The Department of Agriculture feels that there is no longer any excuse for misbranding. It feels that the time is past when ignorance of the law can fairly be urged as an excuse. Substantial misbranding is regarded as ground for prosecution. With the regulations, the food inspection decisions and with the notices of judgment before him the manufacturer should find the preparation of labels a simple matter. There is one guiding principle which, faithfully followed, will enable him to avoid all difficulties. Place no statement on the label which is not truly descriptive and intelligible to the average purchaser. If you will ask yourself without bias: "What does this label mean to the consumer?" you ought rarely to have any difficulties. If you will do that you will always find yourself in harmony with the Board of Food and Drug Inspection, for that is the question which the board always asks itself. The interest of the consumer is the first care of the board. If the manufacturer comes to see these



# SUCCESSFUL FARMING



More Than  
600,000

Circulation  
Guaranteed

## A \$75,000 TESTIMONIAL

There is no testimonial like the one a man backs with his check book.

More than four hundred advertisers backed their previous experience in Successful Farming with a combined investment for \$75,000 worth of space in our March issue.

Most of that money came from advertisers who have used Successful Farming for two years, or more.

*GET THE SUCCESSFUL HABIT*

## SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES

IOWA

## For Sending Goods By Parcel Post



### "Economy" Mailing Bags

These little mail pouches are the handiest devices for sending merchandise of all kinds safely through the mail.

Made of closely-woven, strong cotton cloth with stout tie string and special tear proof address tag incorporated in

bag. Simple, inexpensive, efficient and big time-savers.

**Regular Sizes:**  
**\$8.50 to \$14 per 1000**

Special sizes for all purposes made quickly.

Write for free samples and full information to

**BEMIS BRO. BAG COMPANY**  
600 South 4th Street St. Louis, Missouri

## \$5,000-A-Year Business Opportunity

We have several places for educated and capable men in our sales organization, which offer an opportunity to make a permanent and well-paying connection with growing possibilities.

Our salesmen have charge of the work of securing enrollments in specially assigned territory for our Reading Course and Consulting Service in Accounts, Finance and Management.

The men who represent us must have some business experience, though not necessarily selling experience. They must be energetic, well-educated (university graduates preferred) and able to meet men of affairs on their own level.

If you are sincerely interested, write at once and tell us all about yourself, your education and experience, and your present connection.



**Alexander Hamilton  
Institute**  
**ASTOR PLACE**  
**NEW YORK CITY**

questions from the consumer's standpoint, he will never have any difficulties with the Department of Agriculture.

The Department realizes that while ignorance of the law cannot longer be regarded as an excuse, such ignorance does exist, and perhaps always will exist. In spreading a knowledge of the law your association can do a great service to the members. If you will disseminate the information and, perhaps, establish an office to give advice on labels, you can accomplish much good. This is already done by at least two trade organizations.

The Department further recognizes that there are a few cases in which it is not easy to decide what is proper labeling. In such cases the manufacturer should get advice from experts before publishing his labels. In order to assist in correct labeling the Department of Agriculture is ready to offer its services in this advisory capacity, and invites correspondence in such cases. In order to consider these questions at all, it is necessary to know the composition and sometimes the method of preparation of the product which is to bear the label in question.

However, the Department, through the Board of Food and Drug Inspection, will act in this capacity merely to assist the manufacturer and benefit the public. Its voluntary opinion can have no higher standing before the courts, which alone have the power to determine finally questions of labeling, than would the opinion of any other expert. The opinion of the Board in such cases must simply be regarded as the personal opinion of its members. Accepting the Board's suggestion will give no man an immunity bath.

We are aware that the offer of this expert advice will involve the Department in great labor and many difficulties. But if by this method we can avoid unnecessary litigation, our increased burdens will be worth while. For such a result will save great sums both to the Government and to the

manufacturers. These bills the consumer ultimately pays.

Honesty in labeling will benefit the manufacturer not merely by reducing litigation, but in other ways. The manufacturer of high-grade products will be protected from the cheap imitation. The manufacturer of the cheaper grades will sell them for what they are. The advantage of honest labeling is particularly well illustrated in the case of imported articles. It was formerly the custom to flood the market with imitations of imported products labeled to look like the genuine imported article. This has been largely stopped. The curious thing was that the domestic article was often equal and sometimes superior to the imported one. Now, by compelling honest labeling we will create a market for the domestic article on its own merit. You all know far better than we do that there are a great many products made in America which are superior to similar articles made abroad. It is obviously to the interest of the American manufacturer to educate the public to purchase articles on their inherent merits. The misconceptions which still exist have been produced in part by our manufacturers themselves because they have made the labels of their own products resemble the imported ones.

#### NEW MEMBERS OF A. N. A. M.

The following advertisers have been elected to membership in the Association of National Advertising Managers: Chas. L. Casey, president, The Guernsey Earthenware Company, Cambridge, O.; Guernsey Cooking Ware. N. H. Boynton, manager, department of publicity, National Quality Lamp Division of General Electric Company, Cleveland, O.; National Mazda and other incandescent lamps. George E. Twitmyer, advertising manager, Peerless Motor Car Company, Cleveland, O.; Peerless Motor Cars and Trucks. L. D. Logan, general manager, The Sharples Separator Co., West Chester, Pa.; vic: J. H. Colville, resigned.

#### McCONNELL WITH "GERMAN JOURNAL"

John J. McConnell, of the advertising staff of the Philadelphia *Evening Telegraph*, on March 24 assumed the duties of advertising manager of the *German Journal*, of New York City.

**Efficiency is an elastic term — so we had rather say: Count the cost by the results.**

**Does your Advertising Agent know your business?**

#### The BATES ADVERTISING CO.

5 Distinct Departments uniting on Sale  
15 SPRUCE STREET, NEW YORK

**Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.**

## The Little Schoolmaster's Classroom

"It's the copy that sells the goods—not the border or any other of the typographical effects." This has been said a number of times. Of course, the copy must be depended on to convey the message. A mere border cannot convey any selling force, except in a very indirect way, by association. But it is idle to say that borders and other typographical effects may not play an important part by drawing the attention of the reader and thus making it possible for the copy to get a reading. The best copy ever written is ineffective unless it gets a reading. So, Mr. Copy Writer, do everything you can in the way of securing attention-attracting effects with borders and other typographical aids, only being sure that the attention you attract is of the favorable sort—is in harmony with the purpose of the advertisement.

\* \* \*

"How can a man learn to write good copy?" asks an earnest questioner of the Schoolmaster; "is there any book he can read that will teach him just how to do the trick?"

To the last part of the question—No. There are books dealing with advertising and copy-writing that are well worth reading, but a man can no more read such a book and start off with full ability to write good copy than a man can look into an engineering, law or medical library and start off a full-fledged engineer, lawyer or doctor.

Writing ability is either the result of unusual aptitude or long training. Most of the people who are to-day earning high prices with their pens have been writing for a long time. Some of them have been writing twenty years or longer. And the skill that seems so easy to exercise is an accumulation of slight improvements, gained by much hard work.

The way to learn to write well is to get what you can from instruction in books and from what teachers and friends can tell you, and then write, write, write. You can dip into more study now and then and after that go back and write some more. Much careful writing practice and good criticism from editors, advertisers and others is about the best instruction. You can't learn to write by just reading about writing any more than you can learn to run well by reading about running.

\* \* \*

There is danger that in striving after fine points we will sometimes split hairs, but just the same, it pays to watch for the small improvements. "Eat Dinner at Williams'" was an original headline. "Dine at Williams'" was the final choice, on the ground that the revised wording gave a little more elegant impression; and the argument sounds plausible.

\* \* \*

You have to look out for the petty prejudices of womankind. A young mother was looking at a new style of crib or basket that has a sort of wire wicker-work over the top to keep the youngster from crawling out. "Makes the baby look like a rat in a trap," said she, "I wouldn't put a child of mine in such a thing."

\* \* \*

It's a fine thing to have ideas coming fast and to be enthusiastic, but don't be too confident in putting things up to experienced advertisers. The Schoolmaster knows of a recent instance where a breezy young advertising man who uses many small letters where ordinarily capitals would be required—just to be different, don't you know—blew in on an old advertiser with some new ideas, as he thought. When the advertiser began to pick some flaws, the outside man threw out

some hints about "lack of aggressiveness." It turned out that the advertiser had years before gone through several experiences similar to those the young man was proposing, and had a perfect right to be conservative.

\* \* \*

"These biscuits fairly melt in the mouth." The Schoolmaster is asked what he thinks of this expression. He thinks this—that such a description of excellence does not apply as aptly to biscuits as to such eatables as chocolates with cream centers. Yes, indeed; we like good biscuits, but even the best biscuits hardly melt, do they? Such an expression is a fine one to get off on your mother-in-law when you are visiting her, but you have to be particular in your ad-copy these days.

Readers undoubtedly make a little allowance for the enthusiasm of the advertiser, but some of the things that go in conversation and make us smile don't stand the test of appearing in cold print. For example, a coun-

try wit says that he had a razor so good that as soon as it got within a few inches of his face the hairs began to fall off. It was his way of describing a very fine razor, but neither Mark Cross nor Mr. Gillette could risk it.

\* \* \*

According to Dr. Harvey W. Wiley, the first crowd that fills the street cars in the morning are the "workers," and these are followed by the "clerkers." The doctor refers to the third class as the "shirkers," but of course we know that this isn't strictly correct. However, it is a good thing now and then to get down with the "workers," in order to get a correct estimate of mankind—the great masses of the people. It is so easy, moving with your own little set, to forget how the rest of the great world goes. Study the "workers" and the "clerkers."

\* \* \*

"Dear Schoolmaster," writes a reader who evidently takes the little points of English much to

## Rapid Electrotpe Company OF CANADA MONTREAL

*"Plates that Print and Wear"*

¶ We are familiar with every paper in Canada. We know which require stereotypes and which can take mats. Can save you duty charges—1½ cents per square inch—cutting the cost of your Canadian advertising plates in half.

¶ Our work is guaranteed to be of the highest quality and we ship your plates to any part of Canada in time to catch insertion dates. Let us make the plates for your next campaign.

Write for Prices

**65 PASSENGER TRAINS PER DAY**

Over 65 fast trains per day to and from Janesville, Wisconsin, to the cities of Chicago and Milwaukee are not enough of an inducement to discourage the retail business of this City. Chicago is 91 miles, Milwaukee 73 away. The circulation of the big newspapers is not enough in the field of The Janesville Daily Gazette to make a ripple in the retail business of Janesville.

Two facts, The Gazette is a strong newspaper and fills every desire of the reading public; its circulation covers its field so entirely as to not permit the local dealer to be harmed by the city papers, or the excellent train service before mentioned.

The Janesville Daily Gazette, Janesville, Wisconsin

M. C. Watson, Eastern Rep.,

286 Fifth Ave., New York City, N. Y.

A. W. Allen, Western Rep.,

1502 Tribune Bldg., Chicago, Ill.

**Are Your Life Insurance**

premiums too high? Before paying another premium on any policy of \$10,000 or more taken 1910, 1911 or 1912 consult me. No charge for information, which means a possible annual saving for you.

J. A. STEELE, 170 Broadway, NEW YORK

**Lincoln Freie Presse**

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

**WE SET ADS FOR**

Geo. P. Bent Co.  
St. Jacobs Oil  
Arnold Vibrator  
Anheuser-Busch

Chicago Gt. Western  
Hartman Furnit'e Co.  
Sunny Brook Whiskey  
—and many others.

Send for Samples of Composition.

Largest  
Exclusive  
Advertisers

**S. Willens & Co.**

542 S. Dearborn St., Chicago  
"The House with the Reputation"

**"FIRST HANDS" IN PREMIUMS!**

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 218 S. Market St., Chicago; 130 big pages; illustrated; \$2 year; 50c copy; mail or news-stands. No free copies.

heart, "is it ever proper to speak of *loving* inanimate things? Should we not use *like* in referring to inanimate things and restrict *love* to human beings?"

Yes, the general rule is to confine *like* to inanimate things, but this rule, like most of the rules that the Schoolmaster knows anything about, is subject to some exceptions. Men may like money, strong drink and other things until the liking becomes a passion akin to that which warm-hearted folks feel for one another. Those of us who attend Sunday-school regularly remember that in I Timothy 6:10, we have it that "the love of money is the root of all evil."

\* \* \*

"It doesn't pay to have prejudices, Mr. Schoolmaster," writes a Classroom reader. "I enjoy your observations, though I do not always agree with you. I think you are wrong in having an aversion to reverse-plate advertisements. You may be sure that, if they were so bad, printers, engravers and advertisers would have discontinued their use long ago. I looked up one that you recently criticized adversely, and I found that it easily dominated the page on which it appeared."

The Schoolmaster, while striving always to be judicious and even liberal, is nevertheless human and may go wrong occasionally in his estimate of the value of copy. But he certainly has no prejudice or aversion to reverse-plate advertisements. As a matter of fact, he has at times reproduced some such advertisements as examples of fine display effects. But he sees more reverse-plate effects that are inferior to good black type on white background than he sees of reverse plates that are superior to black on white. He is not sure that advertisers, printers and engravers have discarded the inefficient things; the advertising pages bear mute evidence to the contrary.

That an advertisement "dominates" the page may, on first thought, appear to be conclusive

evidence of its superiority, but when we look into the matter a little more carefully we see that something more than "domination" is needed. Certainly a most essential point about an advertisement is that it shall attract attention, but a great many advertisers forget that the attention should be *favorable*. It is not a very difficult matter to attract attention. You can make up a plate that is practically solid black with a little white circle in the middle, and, if the publisher will allow the insertion of such an advertisement, easily dominate the page and compel almost every one who opens at that page to see that almost solid-black space. But will the attention thus gained necessarily be the kind of attention that will develop the reader's interest in the advertiser's goods, heighten his appreciation of them and impel him to buy that kind? That is the question.

The particular advertisement referred to was an inartistic reverse-plate effect that aimed to set forth the claims of a lithographic concern that it did fine business-stationery work. The Schoolmaster is not as strong on "association of ideas" as some advertising men are, but he feels sure of his ground in the criticism that there was nothing about the general appearance of the lithographic advertisement to lead the reader to believe the claims of the advertiser.

#### CONVENTION OF NOVELTY MANUFACTURERS

A convention of the National Association of Advertising Novelty Manufacturers was held at the Hotel Imperial, New York, March 11-13. Various matters pertaining to the business of the association were discussed. George G. Greenberg and Orva G. Williams, who were delegates to the Dallas convention of the A. A. C. of A. last May, reported on the benefits that were derived from their trip. Eight delegates were appointed to attend the Baltimore convention in June.

J. E. Welch, for several years on the soliciting staff of the *Springfield Republican*, has become an assistant to Elmer Wilson, manager of the Chicago branch of the William J. Morton Company.

## THIS MAN MAY BE JUST THE ONE You Need—?

SOMEWHERE on the North American Continent there is a broad-gauge, big-caliber, BUSINESS-HEAD-OF-A-BIG-BUSINESS who knows that his business needs a MAN LIKE ME; a successful originator, director and conductor of scientific, systematic and effective sales-publicity campaigns, who can "make-good" anywhere and is willing to take a big end of the "chance" while proving it.

### EXPERIENCE:

Nearly 20 years as, FIRST: Practical Printer, newspaper Correspondent, Editor and Publisher, Fiction Writer; THEN: Advertising Copy Writer, Advertising Manager, Sales Manager, "Plan and Copy" Chief, Advertising Agency Solicitor, Advertising Agency Manager, "Advertising Counsellor." THOROUGHLY FAMILIAR WITH: "Mail Order," "Trade" and "General Publicity" advertising—in and through newspapers, magazines, farm papers, "mail order," papers, trade papers, women's publications, and all forms of "direct" sales-literature (as personally conceived and prepared). DETAIL KNOWLEDGE OF: a surprisingly large and diversified number of lines, commodities and enterprises, appealing—one or another—to all classes of buyers. ASSOCIATION IN WORK: with various exceedingly well known and rated concerns—whose official heads are pleased to endorse me.

### SOME OTHER DETAILS:

AGE: 40—but "younger" than most men of 30, and work harder and longer hours—"producing" in greater volume than most men will or can. HEALTH AND PHYSIQUE: perfect. HABITS: clean. REASON FOR CHANGING: looking for right sort of permanent "tie-up." REMUNERATION AND OPPORTUNITY DESIRED: at the OUTSET—just a fair living salary (am known as a high-priced man) plus some form of direct interest in the Business or results produced; EVENTUALLY—all I am worth.

### MY TIME AGAINST YOURS—

if you mean business—but I wish to hear only from principals in authority. If you need a man like me—it's well worth your while; and I can PROVE IT.

### "Sales-Campaigner"

Box 62, care Printers' Ink



## Classified Advertisements

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y.  
General Advertising Agents. Established  
1872. Special facilities for placing advertise-  
ments by telegraph to all parts of the United  
States and by cable to all foreign countries.

We offer an Advertising  
Service that serves as  
conscientiously,  
as though entirely con-  
trolled by you. A ser-  
vice that studies with  
you, plans and works  
with you, 52 weeks 365  
days—through each year.  
Write on letterhead for  
Portfolio of Proofs.

# HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Char-  
lotte, N. C., covers the South thoroughly, and  
reaches the buyers of machinery and supplies.

**THE** circulation of the *New York World*,  
morning edition, exceeds that of any other  
morning newspaper in America by more than  
150,000 copies per day.



Age, Prestige and Circulation are worth  
paying for in an advertising medium. You get  
all three when you advertise in **THE BLACK  
DIAMOND**, for twenty-five years the coal trade's  
leading journal. 29 Broadway, New York; Man-  
hattan Building, Chicago.

**FOR QUICK RESULTS USE  
THE DENVER WEEKLY POST.** Guar-  
anteed paid circulation over 114,000, delivered by  
Uncle Sam—growing all the time—No street or  
newsstand sales. The largest circulation of any  
newspaper published between the Missouri River  
and the Pacific Coast. Classified ads 3¢ a word  
(caps headline count double). Display adver-  
tising rate 25¢ per line, \$3.50 per inch flat. Sam-  
ple copy and circulation by states sent on request.  
We have no Eastern Representative—send copy  
direct or through any Recognized Agency.

### AD. WRITERS

## COPY

Advertising copy **WRITTEN** and **ILLUSTRATED**  
—ready for printer or magazine. Reasonable  
charges. **ALFRED WONFER**, 31 Clinton St.,  
Newark, N. J.

### AGENCY WANTED

**I WANT TO BUY OUT A SMALL REC-**  
ognized New York City advertising agency.  
In answering, please state lowest cash price.  
No counter propositions considered. Box 780,  
care of Printers' Ink.

### BUSINESS OPPORTUNITIES

**\$5,000** will buy an established book and  
magazine publishing business, free  
of debt and in shape to do a business of \$200,000  
a year under proper management. Address  
Box 783, care of Printers' Ink.

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated  
stock, patented apertures for any coin or  
coins. Money inclosed in our cards not notice-  
able to the touch. People remit by coin card  
who would not bother with money orders,  
checks, or stamps. Neatest and safest coin  
card made. Write for price-list and samples.  
**THE WINTHROP PRESS** (Dept. C.) General  
Printers and Binders, 141 E. 25th St., New York.

### FOR SALE

**HALF** interest leading daily and semi-weekly.  
West Kentucky City; population sixteen  
thousand. Good proposition; bargain; terms  
easy. Write F. HAAG, Henderson, Kentucky,  
for particulars.

**FOR SALE**—Bullock 8-page Cylinder press;  
complete with stereotyping outfit, engine,  
shafting, etc. Now running and in good condi-  
tion. We are installing a new 28-page outfit.  
Bargain price and easy terms. **DAILY AD-**  
**VERTISER**, Clinton, Iowa.

### HELP WANTED

## Financial Monthly wants A-1

circulation manager. No attention paid unless  
full outline of experience with reference and sal-  
ary expected, given. Box 781, care Printers' Ink.

**ADVERTISING SOLICITOR** is wanted by  
a firm making a specialty of planning and  
producing direct-by-mail advertising campaigns.  
To the man who can make good, and deliver  
the business, unusual opportunities for the future  
are open. State details of your experience,  
salary, etc. Box 7, care of Printers' Ink.

**WANTED:** A thoroughly experienced sub-  
scription correspondent, one who has had  
experience on a trade paper preferred. Must  
have good habits, able to write convincing let-  
ters to secure subscriptions by mail. Give age,  
references, when and where employed past five  
years, salary wanted. Splendid opportunity  
for the right man on large trade paper. All  
correspondence confidential. Box 773, care of  
Printers' Ink.

## Increase Your Export Trade

Advertising solicitors wanted in manu-  
facturing cities, to solicit business for a  
monthly publication that reaches *all*  
*the export interests* of the United States,  
importers in foreign countries, Ameri-  
can consuls throughout the world, etc.  
Liberal commission. **EXPORTERS'**  
**REVIEW**, 80 Broad St., N. Y. City.



### COMPLETE EXPORT SHIPPING GUIDE

Agents wanted in manufacturing cities, to sell the *only* complete export shipping guide published in the United States. Answers *every* question that comes up in making an export shipment. Liberal commission. EXPORTERS' ENCYCLOPEDIA CO., 80 Broad St., N.Y.C.

### PRINTING DIRECTOR

Advertising agency has opening for competent printing director. Must know how to buy printing economically and effectively; how to lay out catalogs, folders, advertisements, etc., which unite attractive appearance with selling value. Position requires general knowledge of printing processes, type faces, engraving, etc. Excellent opportunity for man of ability and initiative to enlarge department. State fully in first letter qualifications, references and salary expected. Address Box 784, care Printers' Ink.

### LETTER WRITERS

#### MAIL CAMPAIGNS PLANNED AND EXECUTED

Ten years' generalship on the postage stamp firing line at your service. DAVID DANE, Portland, Ind.

### "LETTERS THAT MAKE GOOD"

The new 500-page book on Business Letters, edited by Jonathan John Buzzell, George French, George W. Poole, George W. Coleman. Seven chapters by leading advertising experts; 306 letters that pulled greatest results for 100 prominent successful advertisers. The biggest book of facts about business letters ever published; 60 pages of records and analyses by advertising managers. Price \$5. Money back if not satisfied. AMERICAN BUSINESS BOOK CO., 251 Causeway Street, Boston, Mass.

### MISCELLANEOUS

#### Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept.," Cincinnati.

### POSITIONS WANTED

PLAN-MAKER AND COPYMAN. Sixteen years' active experience—now holds responsible position—seeks executive position with *High Class Agency*, publication or manufacturer. Address Box 747, Printers' Ink.

POSITION wanted on trade weekly or magazine as a photographer, artist and cartoonist. 15 years' experience. Age 34. On New York daily at present. Address Box 777, care of Printers' Ink.

EXPERIENCED Advertising Solicitor and salesman wishes to represent some prominent eastern magazine or publication from Cleveland headquarters. Can furnish best of references. A. C. P., 2060 East 9th St., Cleveland.

A YOUNG STUDENT with I. C. S. wants position anywhere. Don't want big wages or a guarantee of advancement; just practical work. Have references. Let me hear from you. FRANK MONTGOMERY, Powell, Pa.

SALES MANAGER. Age 33. Extensive knowledge of sales and advertising methods; desires change. Has ability to organize and manage salesmen. Writes forceful, courteous business letter. Occupied present position with manufacturing concern past two years. References. Box 776, care of Printers' Ink.

YOUNG man wants to climb as manager's assistant or with agency. Age 21; high school graduate; I. C. S. advertising training. Capable of clean-cut copy and layouts; fearless of hard work. Salary, secondary consideration. Location, east of Philadelphia. Box 785, care of Printers' Ink.

POSITION WANTED WITH AGENCY or as manager's assistant by Page Davis and Printers' Ink student. Writes copy, understands lay-outs and typographical details. Large general business experience here and abroad. Can translate foreign languages and would be particularly valuable to agency doing export work. Age 25. Address Box 782, care of Printers' Ink.

A THOROUGHLY trained and efficient advertising manager immediately available. Competent to handle sales promotion plans of difficult proposition. Experience has been gained in 12 years' advertising and sales management for mechanical and building products. Capable of assuming all responsibilities and duties expected of a high grade man. Satisfactory evidence of ability upon request to "RECORD," Box 779, care of Printers' Ink.

ADVERTISING MANAGER with big reputation and 12 years' successful record desires to form new connection. Experienced in conducting large general and technical advertising campaigns. Advertiser is a graduate of well known engineering college, a forceful copy writer and experienced organizer. Highly successful in increasing efficiency of sales organizations by systematic tactful co-operation. Would like to hear from large Manufacturing Co., Publisher or good live Agency. Box 786, care of Printers' Ink.

### Wanted—A Combined Salary and Partnership Proposition

as managing editor of daily newspaper in growing city, preferably in the West. A college man, married, age 34, now financial editor of one of the leading daily newspapers in the East, with fifteen years' thorough experience in country and city newspaper work, wants to capitalize his ability and services with a chance to become a proprietor instead of an employee. Address Box 778, care Printers' Ink.

### PREMIUMS

#### Premium Dinner Sets Produce Positive Results

We have hundreds of gratified customers. Write for plans, prices and illustrations.

H. R. WYLLIE CHINA COMPANY  
Huntington, W. Va.

### PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PUBLISHING BUSINESS OPPORTUNITIES

\$20,000 will buy weekly devoted to one of the artistic professions. Established thirty years, leader in its field. Yearly income about \$10,000. HARRIS-DIBBLE COMPANY, 71 West 23rd Street, New York.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 28,377. Best advertising medium in Alabama.

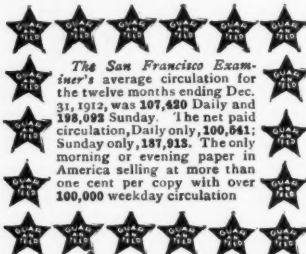
## ARIZONA

Phoenix, *Gazette*. Average Dec., 1912, 6,086 daily. A. A. A. ex. regularly.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 69,261. Largest morning circulation in Los Angeles.

San Diego, *Union*. Sworn circulation, 1912, Daily, 10,908; Sunday only, 14,792.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,641; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,892; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

New London, *Day*. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,136; Sunday, 7,973.

## DISTRICT OF COLUMBIA

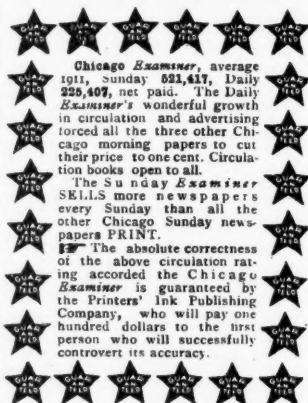
Washington, *Star*, Evening and Sunday. Aver age daily, 1912, 63,804 (©). Carrier delivery.

## ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chicago-ki). Daily average, 1912, 17,466.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,861; Sunday, 10,449.



Chicago, *Examiner*, average 1911, Sunday 521,417, Daily 225,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

South Bend, *Tribune*. Sworn average Dec., 1912, 12,640. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,876; Sunday, 10,864. "All paid in advance."

Des Moines, *Register & Leader*. (av. '12), 35,446. *Evening Tribune*, 20,824 (same ownership). Combined circulation 56,173—35% larger than any other Iowa paper. Supreme in want ad held.

Washington, *Eve. Journal*. Only daily in county. 1,976 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

## LOUISIANA

New Orleans, *Item*, 6 months sworn statement U. S. F. O. daily and Sun., net circulation 44,792.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average 1912, daily 19,026. Sunday *Telegraph*, 12,220.

**MARYLAND**

Baltimore, *News*, daily. News Publishing Company. Average 1912-Sunday, 56,594; daily, 80,045. For Feb., 1913, 77,149.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**MASSACHUSETTS**



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149—Dec. av., 182,169. Sunday 1912, 322,913—Dec. av., 320,644.

Advertising Totals: 1912, 8,642,511 lines. Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's readable paper. Largest amount of week day ad. Boston, *Daily Post*. February circulation averages of *The Boston Post: Daily Post*, 392,126; *Sunday Post*, 318,663.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1912, av. 8,986.

Best paper and largest circulation in its field. Lynn, *Evening Item*. Daily sworn av. 1910, 16,662; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly. Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest ev'g circ.

**MICHIGAN**

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*. Aver. year, 1912, daily 10,476; Sunday, 11,464. Greatest circulation.

**MINNESOTA**

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,260.

The absolute accuracy of *Farm, Stock and Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1912 average daily circulation, evening, 31,403. In 1912 average Sunday circulation, 84,714. Daily average circulation for Feb., 1913, evening only, 84,707. Average Sunday circulation for Feb., 1913, 87,995.



**CIRCULATION** Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,898. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.



**MISSOURI**

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,485.

**NEW JERSEY**

Camden, *Daily Courier*, covers Southern New Jersey. 10,567 daily average 1912.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,326; '20-'09, 19,062; '10, 19,238; '11, 20,116; '12—21,989.

**NEW YORK**

Albany, *Evening Journal*. Daily average for 1912, 18,158. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn." Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,492; daily, 84,496; *Enquirer*, evening, 37,182.

Buffalo, *Evening News*. Daily average, 1912, 99,565.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,789.

**NEW YORK CITY**

The *Globe*. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, January 1st to December 31st, 1912, 129,437. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liety. Actual average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Schenectady, *Union Star*, 75% "home" circ. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,668.

**NORTH CAROLINA**

Winston-Salem, *Daily Sentinel* (c.), av. Dec., '12, 4,146. *Semi-Weekly Sentinel*, av. Dec., '12, 6,321.

**OHIO**

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,285. For Feb., 1913, 103,361 daily; Sunday, 141,174.

Youngstown, *Indicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

**PENNSYLVANIA**

Erie, *Times*, daily. 22,668 average, Feb., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 93,261; the Sunday *Press*, 176,787.

Washington, *Reporter and Observer*, circulation average 1912, 18,060.





**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1912, **15,180**. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, eve., net, sworn, average 1912, **18,681**.

**Williamsport.** *Daily Sun and News*. Average for December, 1912, **17,028**.

**York.** *Dispatch and Daily*. Average for 1912, **18,685**. Covers its territory.

### RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation for 1912, **21,097**—sworn.

**Providence.** *Daily Journal*. Average for 1912, **24,463** (©). Sunday, **34,777** (©). *Evening Bulletin*, **52,847** average 1912.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, **8,449**.

### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1912, **8,599**.

**Columbia.** *State*. Actual average for twelve months ending June 30, 1912, daily **17,970**; Sunday, **18,525**. August, 1912, average, daily, **20,986**; Sunday, **20,756**.



### VERMONT

**Barre.** *Times*, daily. Only paper in city. Av. 1912, **6,083**. Examined by A.A.A.

**Burlington.** *Free Press*. Examined by A.A.A. **9,418** net. Largest city and state.

### VIRGINIA

**Danville.** *The Bee* (eve.). Aver. Feb. 1913, **5,423**. *The Register* (morn.), av. Feb. '13, **3,116**.



### WASHINGTON

**Seattle.** *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of **66,162** daily, **84,544** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

**Tacoma.** *Ledger*. Average year 1911, daily, **19,001**. Sunday, **27,288**.

**Tacoma.** *News*. Average for year 1911, **19,210**.

### WISCONSIN

**Fond Du Lac.** *Daily Commonwealth*. Average year ending Dec. 31, 1912, **4,063**. Established over 40 years ago.

**Janesville.** *Gazette*. Daily average, Feb., 1913, daily **6,023**; semi-weekly, **1,596**.

**Madison.** *State Journal*, daily. Actual average circulation for year 1912, **10,334**.

**Milwaukee.** *The Evening Wisconsin*, daily. Average daily circulation for 1912, **45,664**. *The Evening Wisconsin* is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., Boston; 723 Old South Bldg., New York; 1054 Peoples' Gas Bldg., Chicago.

**Racine** (Wis.) *Journal-News*. Average circulation, 1912, **7,636**.



### ONTARIO, CAN.

**Fort William.** farthest West city in Ontario. *Times Journal*, daily average, 1912, **4,132**.

### QUEBEC, CAN.

**Montreal.** *La Patrie*. Ave. year 1912, **48,237** daily. Highest quality circulation.

### SASKATCHEWAN, CANADA

**Regina.** *The Leader*. Average, 1912, **11,796**. Largest circulation in Saskatchewan.

## Want-Ad Mediums

### CONNECTICUT

**MERIDEN.** *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

**NEW HAVEN.** *Register*. Leading want ad medium of State. Rate 1c. a word.

### DISTRICT OF COLUMBIA

**THE Evening and Sunday Star.** Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

### ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its **541,623** Sunday circulation and **216,698** daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

### MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

### MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



**THE Boston Globe**, daily and Sunday, for the year 1911 printed a total of **498,600** paid want ads; a gain of **18,723** over 1910, and **340,556** more than were printed by any other Boston newspaper.



### MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Feb., '13, amounted to **184,755** lines. The number of individual advertisements published was **26,196**.

**by Printers' Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.





THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



## NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium: a New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.


## PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH


THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (Gold Mark Publications) Gold Mark Papers (Gold Mark Publications)


Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign .—Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.



## ALABAMA

The Mobile Register . Established 1821. Richest section in the prosperous South.


## DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 63,804 . Delivered to nearly every home.


## ILLINOIS


Bakers' Helper . Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Island Printer, Chicago . Actual average circulation for 1910-11, 17,104.


## KENTUCKY

Louisville Courier-Journal . Best paper in city; read by best people.


## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America .


Boston Evening Transcript , established 1830. The only gold mark daily in Boston.


Worcester L'Opinion Publique . Only French paper among 75,000 French population.


## MINNESOTA


The Minneapolis Journal . Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.


## NEW YORK


Brooklyn Eagle  is THE advertising medium of Brooklyn.


Dry Goods Economist , the recognized authority of the Dry Goods and Department Store trade.

Electrical World  established 1874. The leading electrical journal of the world. Average circulation over 30,000 weekly. McGRAW PUBLISHING CO.


Engineering Record . The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,500 and over weekly. McGRAW PUBLISHING CO.


Hardware Dealers' Magazine . Specimen copy mailed on request. 253 Broadway, N. Y.


New York Herald . Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post . Established 1801. The only Gold Mark evening paper in New York.


"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American  has the largest circulation of any technical paper in the world.

The New York Times  has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

New York Tribune , daily and Sunday. Daily, now one cent—the best for the least.


## PENNSYLVANIA

The Press  is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,251; Sunday, 175,787.


## THE PITTSBURG (Gold Mark Publications) DISPATCH (Gold Mark Publications)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.


## RHODE ISLAND

Providence Journal , only morning paper among 600,000 people. "The R. I. Bible."


## TENNESSEE

The Memphis Commercial-Appeal  is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle Times  leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin , the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

# Table of Contents

## PRINTERS' INK

### March 27, 1913

Reaching the Dealer Over the Consumer's Shoulder.....	<i>Ernest Cohn</i>	3
Adv. Mgr., Kahn Tailoring Co.		
The Efficient Use of Electros, Stereos and Matrices....	<i>Grafton B. Perkins</i>	10
Adv. Mgr., Resinol Chem. Co.		
Turning a Seeming Flaw into a Virtue.....	<i>Charles W. Hurd</i>	17
Milestones on the Road to National Reputation.....	<i>Austen Bolam</i>	23
Of the B. F. Goodrich Co.		
The Ads the Boss Writes.....	<i>Roy W. Johnson</i>	26
Writing Circulars That Bring Home the Bacon.....	<i>S. Roland Hall</i>	33
International Correspondence Schools.		
Must the Small-Town Storekeeper Go?.....		42
The Line of Least Resistance in Selling.....	<i>John P. Wilder</i>	46
Loose-Leaf System for Advertising Records.....	<i>Samuel R. Prosser</i>	53
Trial of the Man Whose Goods Are "Different"....	<i>William W. Ellsworth</i>	58
President of Century Co.		
The Display That Focuses the Chief Selling Point.....	<i>Gilbert P. Farrar</i>	66
The Unusual Display That Brought Mail-Order Returns....	<i>H. Gernsback</i>	70
President, Electro Importing Co.		
Winning Out Against Obstacles in Foreign Field.....	<i>John Chapman</i>	74
Senate Proceedings on Gov. Haines' Veto of "Printers' Ink" Statute.....		82
Volume of Advertising in Leading Farm Publications for February.....		98
Explanation of Ford Motor Car Copy.....		102
Editorials .....		104
Publicity in Corporation Reports—The Parcel Post and the Big Mail-Order Houses—Watch Publishers' Service Departments Grow—Can Dissatisfaction Among Dealers be Lessened?		
The Trade-Mark vs. the Private Brand.....	<i>Richard A. Foley</i>	108
Of the Richard A. Foley Adv. Agency.		
Government Will Not Compromise with Misbranders....	<i>Dr. Carl A. Alsberg</i>	113
Chief of Bureau of Chemistry, Washington.		
The Little Schoolmaster's Classroom.....		116

# Handling the Big Deals

Bill Jones (the name is not real, but the man is) is one kind of an advertising "specialist." He is head of the copy department of a big New York Agency. He is one of the best fellows in the business. He can write clear, red-blooded copy. Yet Bill is, after all, only a subordinate in his firm. He seldom hears of important contracts until after they are signed and sealed.

The head of that agency handles all the big deals. He is one of the top notch men in the advertising field. He is forty-five, alert in mind and body, a "live wire" and a thinker. Recently one of our representatives asked him to enroll for a two-year Course and Service in Accounts, Finance and Management. The reasons for his decision he expressed in this way:

"Do you see Bill Jones over there? I wish I knew as much as Jones about the technique of this advertising and selling game. But I don't. I've had to put in my time on more essential things. I've spent most of my life studying problems of merchandising, salesmanship, organization, financing, commercial law, and most of all accounting. When I see a client I seldom talk advertising; I talk costs. I get into the middle of his game and work out from that until I make him see that advertising fits into a money-making system of running his business. Your Course and Service is exactly what I want. It will give me more points of contact. I believe it will broaden me. I believe it will make me a bigger, better-informed business man."

One type of capable man—the technician—specializes and may make a moderate success. The other type—the executive—wants to look farther and deeper into business. For him the Alexander Hamilton Institute Course and Service is built.

The Advisory Council of the Institute consists of:

Joseph French Johnson, Dean, New York University School of Commerce, Accounts and Finance.

Frank A. Vanderlip, President, National City Bank, New York.

Elijah W. Sells, Senior Member, Haskins & Sells.

Jeremiah W. Jenks, New York University.

Henry R. Towne, President, Yale and Towne Manufacturing Company.

These are the men behind our work. One of them has written a remarkable booklet called "*Organized Business Knowledge*." It tells our story. The booklet has interested thousands of keen-witted, go-ahead men—it will interest you. Write for it to-day on your business letter head.



**Alexander Hamilton Institute**  
Astor Place                      New York City



## Why not have your advertisement illustrated by a "Cubist" or a "Futurist"?

That strange exhibition of pictures by the Cubists and Futurists has been talked of everywhere. Not all of us know just what it is, why it is, and whether it really amounts to anything.

The Century tells, plainly and authoritatively, how this glaring absurdity came about, and cites the opinions of those who ought to know, to prove, as nearly as such a thing can be proved, that these freakish canvases have no claim to serious consideration as works of art, being nothing but "pure, unadulterated cheek." And, certainly, the careful reproductions of the pictures give support to this well founded indictment.

## THE APRIL CENTURY

35 Cents per Copy



r-  
a  
?

Y